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OF THE

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS.

VOL. LXXIV. NEW YORK, JANUARY 19, 1911.

No. 3



There is one thing anyone can know without asking concerning a successful advertiser—he is a man who takes a look ahead in his business.

If you study him a little you also find that he is an optimist; he expects to succeed and he regards advertising as a wise means to develop the business in which he is all the while investing his time, thought, effort and money.

It is the business man with the long-look-ahead habit that we particularly wish to meet. We can show him how other men of his type have found advertising the one thing needful—the thing which bound together the essential factors with which they were working, and brought all to the favorable attention of a public that is always quietly looking for excellence and always glad to find it.

Right now, while the year is before us, YOU MAY BE LOOKING AHEAD. Something of practical value may be seen by looking this way.

*McGraw-Hill*

Philadelphia

New York

Boston

Chicago



## Your Selling Structure— A New York Foundation Will Give It Strength, Fame and Permanency.

The product firmly established in New York is the one most readily accepted by the entire Country. The prestige resulting from large Metropolitan sales is an asset of the highest value. Wouldn't it help your salesmen if they could say, "This article is a big seller all over New York"? Wholesale buyers from every city in America come here frequently, and their selections almost invariably include those commodities most favored by the New York public.

You can talk Daily to 3,000,000 New Yorkers through the car cards and posters of the NEW YORK SUBWAY AND ELEVATED LINES and the BROOKLYN RAPID TRANSIT SYSTEM. New York contains no other medium, or group of mediums, that can approach in Selling Efficiency these heavy-traffic, long-distance lines. TWO-THIRDS of Greater New York's cars and FOUR-FIFTHS of the city's immense passenger total are represented by these great systems. And Rapid Transit passengers are of the FAR-RIDING, "Time-to-Read" class—the kind of car circulation that means Maximum Results to the advertiser.

Our circulation figures are furnished by the Public Service Commission—they are official and beyond dispute.

300,000 strangers visit New York each day. The Subway is one of the "sights" of the city. A card or poster there places you before a large "out-of-town" circulation, together with the city's millions.

Our rates are moderate. The concern with a small appropriation has far greater opportunities here than elsewhere. And we can mention several of the Nation's largest and most successful advertisers who consider our proposition the Only Way to thoroughly and profitably "cover" Greater New York.

Shall we call?

We are sole representatives for cards and posters on the Subway and Elevated Lines of New York and exclusive agents for all car advertising in Brooklyn.

## WARD & GOW

1 Union Square

New York





# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXIV. NEW YORK, JANUARY 19, 1911.

No. 3

## WHAT CHESS HAS TO DO WITH ADVERTISING.

THE STRATEGY OF CHESS APPLIED TO  
ADVERTISING—NECESSARY TO GET  
A BIRD'S-EYE VIEW OF A CAREFUL  
CAMPAIGN—SOME INITIAL MOVES  
MAY LEAD TO FAILURE LATER—  
WHAT A CHESS MASTER WOULD  
DO AS AN ADVERTISING MANAGER.

*By Benj. H. Jefferson.*

Advertising Manager, Lyon & Healy,  
Chicago.

We all have a sufficient knowledge of chess to know that victory consists in capturing the opponent's king, or rather in making such a capture inevitable on the next move (checkmate) and most people know that the average chess player has the following conception of the game: That by a series of more or less brilliant and irregular moves, he will seize his opponent's king and so win the game. This is all well enough if the opponent does not capture our player's king first—which is what happens about half the time when two ordinary players contend.

Advertising is somewhat similar to chess, and the advertiser has inertia for an opponent. Many advertisers have a conception of the game similar to that of the elemental chess player. They win if they overcome inertia (which is the indifference of the public to their wares) before their resources are exhausted and they are themselves checkmated.

Turning back to the chess player: After years of playing the barnyard variety of chess (known to the initiated as "Skit-tles") he finally gets a game with a chess master. The thing that first impresses him is that, were his life to depend on winning ten

games out of a hundred, he couldn't do it. Yet he is fully as daring as his new opponent; in fact, he feels that he is the more brilliant player of the two. Such splendid beginnings, such savage attacks as he makes; and yet the mid-game is reached without his being able quite to clinch the victory, and the end game finds him hopelessly at a disadvantage. Always the master has a little more force, a little better position or a man to the good. The sensation when opposing him is like that experienced by the lady who tried to sweep back the Atlantic Ocean. Finally our chess player wakes to the fact that the master has an entirely different conception of the game. The master is not daring—no, he plays safe. He is not brilliant—no, his combinations are merely sound. He is not in a hurry to win—no, he takes his time. But, under all this, is something even more fundamental—which is that the master does not seek to win by chasing the opponent's king, meanwhile exposing his own king. He plays for a "passed pawn"—for position.

Across the chess board, farthest from you, is what is known as the king row. When a pawn, by many moves, is forced clear across the board and into this king row, it is exchangeable for any piece you wish—which means victory; because, with this added force at the end of a game, the opponent has no course open but to resign. Each chess player has eight pawns; if he can get one of them past the opposing eight pawns which confront him, in the end, by sheer crushing strength, he seizes victory.

Why don't all chess players take advantage of this? Because truth lies at the bottom of a well. And also because many of those who

do understand it haven't sufficient poise. Why don't all new advertisers say: "Now, first of all, we will arrange to divide this advertising campaign into, say, eight years. The first year, so much, and only so much; the second year, so much, and only so much; etc., etc. We cannot wholly win inside of eight years, but neither can we wholly fail."

Advertising is clarifying year by year, but it is still so new that there is much hazy thought on the whole subject. Only last week I was approached by a business man who had decided to go into a somewhat different branch of business from that in which he had made his fortune, and who was just upon the threshold of his venture. He had the first of his new style goods ready; the still wet sheets of his new catalogue, and proofs of a number of advertisements written by an advertising agency. Also an untouched appropriation of about six figures.

The saddest words of tongue or pen are surely "Vol. 1, No. 1." To me he came for advice. Much condensed, his tale ran thus: This advertising agent had schemed with him on starting this business; had instigated the new style of goods; had framed the catalogue; had hired for him a sales manager, and finally had written the advertisements. And now my friend wanted to know if fifteen per cent commission were not too much to pay this agent. I replied, "No; on the contrary, you ought to pay him eighty-five per cent."

The advertiser is hardly to be blamed for a false conception of advertising when an advertising agent offers to do about everything except to attend properly to the advertising.

Advertising is not business. It is only a small part of business, and is something in itself as different from business as is law. Hence it follows that a man may be an excellent advertising man and yet a very poor business man. Advertising in its relation to business will follow to a certain extent the history of law. The end of law is to conserve business. But no lawyer claims to be a busi-

ness man on that account, nor does a business man go to a lawyer for advice except upon a clearly defined legal question or proceeding. But the advertising profession is so new that when an advertising agent limits his functions to his client's advertising, he is apt to appear at a disadvantage, for he has competitors who solicit the patronage of his clients constantly and, in addition to the work which he is doing, as an inducement to such clients, offer to market the goods, mow the lawn and attend to the furnace. All for fifteen per cent or less. They are like the gentleman that W. T. J. tells of who was taking up a collection for some unknown charity on a London street and who kept reassuring the crowd by saying: "All I gets, gentlemen, is the first handling of the money."

The advertising agent who skillfully extracts the salient points from his client and assists in putting them before the public in the strongest and most convincing manner; who conducts a ceaseless inquiry for lowest rates and best positions from publishers; who, when he prepares an estimate, can truthfully say: "Not one paper has been named by me because of some house-organ deal, or roundabout automobile present or other tunnel device," and who is actuated wholly and solely by his client's interest, is richly worth a salary equal to or exceeding the usual fifteen per cent.

Let us conclude by applying chess thought to an advertising proposition. Set the men. The advertiser takes the white men and his opponent, Old Inertia (already spoken of) takes the black men (significant omen). The white men have the first move. Here the advertiser will do well at once to know the openings, as every competent chess player does. That is to say, the first six or eight moves have been played so many million times that the best openings, with all desirable variations, can be acquired from standard works written on the subject. A false start may result in checkmate (bankruptcy) in as few as three moves. There is ab-

# SCRIBNER'S MAGAZINE

In the amount of advertising carried,  
In the character of that advertising,  
In its ability to hold its advertisers,  
In the effectiveness of its publicity,  
In the quality and extent of its circulation,  
Scribner's Magazine *stands at the head of* that list of splendid mediums  
which advertisers use to *advertise in.*

**\$300.00 per page.**

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The African Hunting Articles of Theodore Roosevelt brought to Scribner many new readers. For twelve months these new readers found satisfaction, not only in the African Articles but in the Magazine as a whole. Scribner is holding a large proportion of these new readers and must continue to prove of real value to all advertisers who have something of importance to say to intelligent readers.

solutely no excuse for a foolish play until after the first six or eight moves. Within that space, we may well include the advertiser's goods—are they really right? Or are they packed in tin when they should be in glass? Are they priced at one dollar when they should be marked fifty cents?—or vice versa? Is the patent a real protection? Is the trade-mark worth while? The selection of an honest and conscientious advertising agent is also one of the first moves. Then comes the catalogues, etc., and the follow-up. Now the game is fairly on. After a few moves, Old Inertia (the fox) exposes his king. The advertiser rushes his cash (his most powerful piece) at him. Surround him! Check him! (Note word cheque.) Things proceed rapidly for the next dozen moves. But Old Inertia slips away. Our advertiser's heavy battery was not properly supported by other pieces, such as time, prestige, distribution, etc., etc. Suddenly our advertiser finds the cold sweat gathering on his forehead. Old Inertia not only has repulsed the assault, but is now attacking him. Trouble with the goods, trouble with dealers, fierce competition, defection in the ranks, etc. Soon our advertiser is fighting for his very existence. There is only one chance, which is to sacrifice his credit. (Ah! what valiant feats that piece has already performed. Mark his path, here, there, all over the board.) In vain! Old Inertia sweeps away this last bulwark of defense. His cold voice calls out: "Checkmate on the move!" Our advertiser gazes blindly at his king and then—

\* \* \* \* \*

It was only a nightmare! The game is still to be played. Even now the advertiser is just setting the men, even now his hand is raised for the first move. He chooses an old and favorite opening—the king's pawn: no gambit for him. The first eight moves, played strictly according to the best authorities, soon pass and the game is opened without prejudice to either side. Splendid opportu-

nities to move the heavier pieces now abound; Old Inertia carelessly exposes his king. Our advertiser raises his hand, seven voices whisper in his ear, "Full pages—double spreads—what's \$10,000?" (for one thing, it's \$10,000)—but instead of rushing forward with his great piece, cash, he moves an obscure pawn (makes a small jobbing connection). Old Inertia has gained nothing by setting the trap—instead, our advertiser has just a shade advantage (a move). Again and again Old Inertia tempts him. Here's a chance to engage a brilliant manager—a regular Napoleon. Here's a town that will give him a new factory. Here's a promoter that will float bonds for him. But our advertiser is playing for a "passed pawn"—he is not in a hurry—he can do his own managing, the present factory is pretty good and he hopes some day to buy bonds (which is better than selling them).

So five years pass—his advertising always strong and straightforward but in proportion to his capital and sales—six years—seven years—the eighth year and one of his pawns by main strength of position is forced into Old Inertia's king row. Our advertiser can now ask for any piece he chooses—he calls for National Reputation. Old Inertia resigns. The game is won, and, best of all, it was never in doubt. The advance, if slow, was steady. Time, thoroughness, sincerity, were his lieutenants, merit and value his captains. In making his business a success, he has done something even better, he has made an honorable name for himself among men and the world is the better for the business he has created

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The Milwaukee Advertisers' Club, whose rooms on Second street were recently destroyed by fire, has secured new quarters in the Hotel Randolph.

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W. S. Pettit has received his position with the Robert L. Stillson Company, printers, New York, to become assistant advertising manager of the E. M. F. Company, of which Henry Knott is advertising manager.

## Yes, it IS Vital!

It enters the very arteries of your business with the current of progress and activity.

It becomes the oxygen of your business respiration.

# The (There is only one) Monthly Magazine Section

of  
The Chicago Tribune  
The St. Louis Globe-Democrat  
The Pittsburg Dispatch  
The San Francisco Call

The Boston Globe  
The Cincinnati Enquirer  
The Washington Post  
The North American of Philadelphia

IT IS the highest development of Magazine effectiveness yet discovered in the realm of magazine usefulness.

## 1,500,000 Circulation

It is a new road through a forest of opportunities.

\$5.00 PER AGATE LINE

NOT CHEAP! but—WORTH VASTLY MORE

**THE ABBOTT & BRIGGS CO.**

General Managers

New York

Chicago

## COULD A BOARD OF CENSORS GET ANYWHERE?

A MANUFACTURER RECALLS AN INTERESTING EXPERIENCE—"EXTRAVAGANT" CLAIMS MAY, AFTER ALL, PROVE TO BE WHOLLY TRUE.

By F. W. Haskell.

President, The Carborundum Company,  
Niagara Falls, N. Y.

The article on page twenty-four of *PRINTERS' INK* of December 15, 1910, wherein C. W. Post describes an impending "censorship" danger, recalls rather an interesting incident in our experience. A good many years ago, when this company was first starting in business, we sent an advertisement for publication in the *American Machinist*. This advertisement merely stated the characteristics of carborundum, and made for it the claims of efficiency on which all of our subsequent success has been based. The publishers of the *American Machinist* exercised a censorship over this advertisement and rejected it because they were convinced that the claims we made were untrue. Several years later, in 1898, the members of some technical convention which was being held at Niagara Falls visited our plant, and among them was one of the editors of the *American Machinist*. The next month the leading article in the *American Machinist* was a description of the carborundum plant and its products, and a statement of their uses which was as glowing as any statements we had ever put into an advertisement, and since that date the *American Machinist* has without protest accepted regular monthly remittances from us in return for our advertisements.

I don't know anything about the merits of Mr. Post's products, and personally I have been rather prejudiced against them, by his statements to the effect that all human ills are the result of drinking coffee. I think it was Artemus Ward who said, "Coffee is a slow poison—the slowest poison known," but according to Mr. Post, whiskey is

an infant's drink as compared with the seductive decoction of the coffee berry.

This company has a little publication entitled "The Man Who Didn't Know When He Had Failed," which seems to be in as great demand now as when it was first printed, four years ago. If one takes the trouble to read this I think he can see how it could be very possible for honest and intelligent men to conclude that the honest and correct claims made for some new substance are impossible dreams.

This booklet has to do with the discovery and the development of carborundum as a commodity. Like many accounts of the growth of what are to-day commercial successes the narrative reads like a fairy story. But it is all true. That is proven to-day; but in the beginning? A hard-headed board of censors with no gifts of foresight might have put the ban upon the advertising.

It was found, as the booklet described, that one of the chief uses of carborundum was for grinding teeth. Dentists took to the product because it did grinding at a great saving of time.

And here is the astonishing—but conservatively truthful, as the trade to-day knows—conclusion of this book of fact "romance": "As compared with an emery wheel, a carborundum wheel, being harder, does *more* work; being sharper, does much *faster* work; cutting instead of grinding, does *smoother* and *better finished* work; producing less friction, does not affect the temper of, or discolor the work; and requiring much less pressure, calls for the expenditure of much less physical energy on the part of the workman operating it. It is the combination of all these qualities which has, in a few short years, increased the demand for carborundum from four ounces a day to *ten million pounds a year*."

Now, how would a board of censorship look upon such all-claiming advertising as this? Would it have snuffed out the industry in its first flicker, or have lent it the light of its approval?

# LA PRESSE

Canada's great French daily—the most widely circulated newspaper in the Dominion—closed the year 1910 with an unparalleled gain in advertising space. These are the figures:

	1909	1910	Increase
	Agate Lines	Agate Lines	Agate Lines
Jan., Feb., March and April	2,119,200	2,696,700	577,500
May, June, July and August	2,121,900	2,573,700	451,800
Sept., Oct., Nov. and Dec.	2,675,400	2,920,800	245,400
Total	6,916,500	8,191,200	1,274,700

To fully appreciate the meaning of the above figures, it must be remembered that 1909, also, was a year of remarkable growth—*La Presse's* gain in advertising space, over 1908, being 1,168,500 lines.

These gains in advertising space furnish the best possible illustration of Canada's wonderful prosperity, and the great demand for every kind of merchandise.

The year 1910 saw far more American firms enter Canada, and far more American firms in Canada using the big daily newspapers, than ever before.

All these advertisers consider *La Presse* the one absolutely indispensable French medium in Canada—hence its rapid and continuous growth of advertising patronage.

The present low advertising rate applies on all space contracted for before April 1st, 1911. On that date a new schedule of rates will come into force.



Sworn average circulation  
for the month of November,  
1910, 101,139; for  
December, 1910, 101,534



LARGEST DAILY CIRCULATION in CANADA WITHOUT EXCEPTION

United States Representatives, W. J. Morton Company  
Brunswick Bldg., New York    Hartford Bldg., Chicago

The average net paid circulation of the  
**Newark Evening News**  
 during the year 1910 was  
**69,419**

**Largest in the history of the paper!**

This represents the number of copies actually sold—  
 deducting all sample, waste, and other unsold copies.

State of New Jersey } ss.  
 County of Essex }

Charles L. Stasse, being duly sworn, on his oath says that he is  
 Circulation Manager of the Newark Evening News, and that the  
 foregoing statement of the net daily average circulation of the  
 Newark Evening News for the year Nineteen Hundred and Ten  
 is in all things correct and true.

CHARLES L. STASSE.

Sworn and subscribed to before me this  
 fourth day of January, A. D. 1911.

Charles F. Dodd, Notary Public.

The average net paid circulation of the NEWARK  
 EVENING NEWS for the year 1909 was 67,631.

The NET GAIN during 1910 was  
**1,788 PER DAY**

Within the city limits of Newark the circulation of the  
 NEWARK EVENING NEWS is 39,000 copies daily,  
 reaching 97½ per cent. of the city's 40,000 dwelling-houses.  
 The balance covers Newark's suburban territory—the  
 Oranges, Montclair, Glen Ridge, Summit, Morristown and  
 other wealthy residential communities.

Detailed circulation statement sent on request.

**HOME OFFICE:** 215-217 Market Street, Newark, N. J.  
 Eugene W. Farrell, Assistant General Manager & Advertising Manager.



## A Remarkable Advertising Record

The following list shows the amount of advertising carried by the

# Newark Evening News

during the year 1910 as compared with the New York City newspapers (exclusive of Sunday editions):

### NEWARK EVENING NEWS...9,305,670 lines.

New York World .....	6,988,143	"
Brooklyn Eagle .....	6,456,430	"
New York Telegram .....	5,734,351	"
New York Evening Journal .....	5,626,439	"
New York Evening World .....	5,430,462	"
New York Times .....	5,419,854	"
New York Herald .....	5,059,905	"
New York American .....	4,350,590	"
New York Evening Mail .....	4,258,133	"
New York Evening Globe .....	3,737,935	"
New York Evening Post .....	3,432,052	"
New York Sun .....	2,756,598	"
New York Evening Sun .....	2,633,003	"
New York Tribune .....	2,189,437	"
New York Press .....	1,906,195	"

It will be noted that the **NEWARK EVENING NEWS** carried 2,317,527 agate lines **MORE THAN THE LEADING NEW YORK DAILY.**

During the year 1909, the **NEWARK EVENING NEWS** carried 8,238,780 agate lines.

## ADVERTISING GAIN during 1910, 1,066,890 AGATE LINES

*General Advertising Representatives:*

**O'MARA & ORMSBEE,**

Brunswick Building,  
New York.

Tribune Building,  
Chicago.

*New York Local Representative:*

**FRANK C. TAYLOR,**

Brunswick Building, New York.

## POST ANALYZES HIGH COST OF LIVING CHARGE.

UNIVERSITY OF CALIFORNIA IN  
THROES OF A DEBATE GETS POST  
TO HELP OUT—CHARGES IN-  
CREASED WAGES WITH RAISE IN  
PRICE OF NECESSITIES.

By C. W. Post,

President, Postum Cereal Company,  
Battle Creek, Mich.

A few weeks ago I received a letter from Frederick E. Scotford, lecturer on advertising in the University of California, at Berkeley, in which he stated that he and President Wheeler were at loggerheads regarding some phases of advertising.

President Wheeler alleged that advertising is responsible for the high cost of living, and that the consumer pays for the advertising.

Mr. Scotford went on to say that they are to have a public debate regarding this, and asked me for any facts that I might have to give.

I gave him the following answer:

Advertising does not necessarily increase the cost of living, but may be charged with an increased cost for luxuries.

For instance—ordinary sugar is not advertised, but Domino Sugar, carefully cut, nicely boxed and attractive is advertised, and the consumer pays at least a part of the extra cost.

Beefsteak is not advertised—ordinary navy beans are not advertised, but if put up with tomato catsup and made very attractive, they are advertised and sold at a higher price.

Ordinary country butter is not advertised. The higher grades of creamery are frequently, and are sold at higher prices.

Good, plain underwear, shoes and clothes are not advertised, but the more luxurious specimens are frequently, and, therefore, must be sold at a higher price. The necessities of life are not advertised—the luxuries are.

Take our own product for example. Grape-Nuts food is made of wheat, barley, yeast and salt.

Anybody can buy all of the ingredients and mix them to suit themselves and obtain a food at very much less cost than Grape-Nuts, so if they consider it a necessity of living they can obtain it in that way, but we prepare the grains by scientific methods, transforming part of the starch into sugar and very carefully baking and preparing the ingredients, and we put the food up in good packages covered with moisture proof paper, and charge a reasonable price, which permits the expenditure of a portion in explaining to the public the merits of the product. But Grape-Nuts food is a luxury, and is not a necessity.

The thing which causes the increased cost of necessities of living is not advertising, but wages. Please remember I haven't the slightest objection to the increase in wages, but that has nothing to do with the facts.

Every advance in wages means an advanced price for the necessities of life. For instance—take the question of meat. The cowboy has had his wages increased—the men at the loading pens—the railroad station agents, and all the railroad employees—then the butchers and everyone who has anything to do with the production of meat has had his wages raised. Therefore, the man who buys meat must pay the bill and that bill is not a bill for advertising because the meat is not advertised.

So it is with lumber, iron, common shoes, clothing, etc., etc. I hope I have made myself clear.

No agreement was reached between the Showmen's Association of America and the Associated Billposters of America regarding a schedule for posting bills, after a conference in Chicago December 30th, and both meetings were adjourned until January 28d. Showmen object to prices charged and threaten to do their own posting and use daily and weekly newspapers for their advertising.

Julius Schneider, one of Chicago's veteran advertising men and for the last five years advertising manager of the "Fair," has resigned that position, to take effect February 1st, and announces his engagement in a new field in advertising—that of "advertising counsel." This is not an agency, but his service proposes to act as adviser, critic or investigator for advertisers.

# The Boston Post

## DISPLAY ADVERTISING

### IN 1910

	Total Display	Agency Advs.
<b>Boston Post</b>	<b>4,887,902 Lines</b>	<b>1,783,432 Lines</b>
<b>Boston Globe</b>	<b>4,795,345 “</b>	<b>1,632,933 “</b>

This includes daily and Sunday editions of both newspapers. The next Boston paper was 849,278 lines behind the Boston Post in total display advertising and 542,417 lines behind the Boston Post in agency, i. e., “foreign” advertising. This comparison refers to Display Advertising alone. The Boston Post does not make a specialty of classified. In classified, the Globe is the Boston leader, and, combining the two kinds of advertising, the Globe led all Boston papers by a wide margin.

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## CIRCULATION

	Average Dec., 1910	Average Year 1910
<b><u>Boston Daily Post</u></b>	<b>345,485</b>	<b>323,220</b>
<b><u>Boston Sunday Post</u></b>	<b>300,398</b>	<b>266,476</b>

Daily Gain Over Dec., 1909, was **56,479** per Day  
 Sunday Gain Over Dec., 1909, was **41,735** per Sunday

You Can “Cover” Boston and New England With

# The Boston Post

Unfortunately, it seems necessary to base the rate of advertising space in McClure's Magazine on the number of copies sold.

—unfortunately, because this method often gives the advertiser no adequate idea of how much more his money spent in McClure's is buying.

# McCLURE'S M

Thinking people are not necessarily better buyers of goods than other people, but they are the only kind that can be influenced by advertising and the only kind who read McClure's



McClure's Magazine

44 East 23d Street, New York

BOSTON

CHICAGO

CURTIS P. BRADY, *Advertising Manager*

# SMAGAZINE

Primer points which every advertiser ought to ask every publisher

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## How did you get your circulation?

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When the Phelps Publishing Company bought Good Housekeeping Magazine the circulation was small. We started in to build it up. The instructions were: "Build from the bottom and build right." Our circulation today is 300,000, because we have religiously lived up to that policy.

A corps of agents—one of the best in the publication field—is told, "Get the heads of representative American homes or don't get anybody," and every agent gets full price—no cut rates. The magazine holds the cream of its circulation from year to year. Constructive work to create the right kind of future-conditions is the best way we know to maintain the right kind of present-conditions. Knowledge of this will help you to fully understand why we hold our advertisers.

*There is no waste to this circulation*

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**GOOD HOUSEKEEPING  
M A G A Z I N E**

*The Largest Class Publication in Any Field*

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## KEEPING OUT OF THE ADVERTISING GRAVE-YARD.

HOW ONE MANUFACTURER, WHO ALMOST GOT INTO IT, KEPT OUT BY COMMON SENSE, SINCERE AGENCY SERVICE AND A GOOD ADVERTISING MAN—FITTING THE METHOD TO THE BUSINESS AND DISTRIBUTION CONDITIONS.

*By E. M. Benson.*

Advertising Manager, The Hopkins & Allen Arms Company.

You hear many successful advertisers characterized as "fools for luck," but when you get right down to business and look into the whys and wherefores you find, in nine cases out of ten, that these men are pretty keen, and every inch of their success was earned by hard work and good common-sense plans.

And yet every day we find manufacturers starting out on a campaign of distribution without any well-defined and well-worked-out plan. They are convinced that their product needs advertising and away they go with an appropriation for the magazines, newspapers, street cars or something of that nature. Perhaps some agent or a few solicitors have convinced them against their own judgment and so they enter the ring, really by force, and with little faith; these are the ones who die quickly and drop back, never to come out again. Others spend their first appropriations, and, through experience, become wise from their mistakes and begin a second campaign with a well-conceived plan.

There is one particular case with which I am familiar and I think this will serve as an illustration of the reason why the advertisers' graveyard is so crowded.

The manufacturer in question had been selling a line of goods to the jobbers who in turn sold them to the retail hardware dealers. These goods were sold in competition with many other brands and the basis was price alone, so the profits were neces-

sarily small and depended entirely on volume of sales. This left the manufacturer at the mercy of the jobber, as fifty per cent of the goods were sold under the jobber's own brand, and unless he pushed the goods the manufacturer was helpless.

Such a condition made advertising the only cure, and it was not much of a proposition for the agent to convince the manufacturer that he must advertise and make the consumer demand his goods, thus forcing the jobber and retailer to sell them. The agent's advice was heeded and fifty thousand dollars were appropriated for the year's campaign with the agent as spender. A list was made out and forty-five of the fifty thousand went into the magazines in full and half-page space. The list was a good one, the copy was excellent, and inquiries began to pour in. Everybody was enthusiastic and a catalogue was immediately rushed through to take the place of the folders used before. This took most of the remaining five thousand, but enough more was appropriated to take care of the catalogue letters and one follow-up. These letters told the inquirer to ask his dealer for the goods, but if he couldn't get them to order direct. They were written supposedly to get the retailer in line, but they really made a strong bid for direct trade, because the agent wanted to show the advertiser as much direct business as possible.

This was the entire campaign from start to finish, and for a time the inquiries and direct sales looked prosperous, but toward the end of the year the advertiser had little to show for his expenditure. A few dealers had been gathered in here and there, but there was no perceptible increase in total sales to offset the advertising expense—the jobbers still ordered goods at a close margin under their own brands and did not seem over-anxious to stock the articles advertised by the manufacturer.

About this time the agent endeavored to renew the contract for the coming year, advising an

increased appropriation to make good for the past year and to take the general public and the trade by storm during the next twelve months. To the manufacturer things looked dubious, and he was not anxious to spend any more money unless he could be assured of adequate returns, so he asked his agent to give him a definite idea of what he would get from such an expenditure. Then he got busy and gathered whatever information he could find as to the why and wherefore of big advertising successes. He welcomed the representative from another agency and after telling him how and where he had spent his money in the past year and what results had followed, asked him whether or not advertising would increase his sales. The representative asked permission to stay around for a few days to go over the factory and get a good working knowledge of the goods and the way they were being handled. This was done and the representative went home to make up a complete plan of campaign to be submitted to the manufacturer.

When the plan was submitted, the appropriation asked for was less than fifty thousand dollars, based upon a per cent of the sales, and the magazine list was considerably smaller. Emphasis was placed on the dealer and methods for securing his co-operation, and the manufacturer was urged to secure the services of a man to take charge of this work.

The plan was accepted by the manufacturer and through the help of the agent he secured an experienced advertising manager, placing him in charge of the entire campaign. There was little similarity between the two attempts. The entire campaign was centered around the dealer—all inquiries were referred to him, and when an order was received a credit memorandum for his exact profit was sent to the dealer in the town from which the order came. This credit memorandum could be used only in ordering the manufacturers' goods, and from the start secured new customers and gave the manufacturer a lever

to use in making the jobber handle his brands. Where there was more than one dealer in a town they were taken in the order of their importance and approached in turn.

As the list of dealers grew the problem of keeping them in line came up, and a monthly house organ was offered as a solution—this was started, though only the advertising manager had perfect faith in the plan. The house organ served as a means of keeping the manufacturer's name, goods and selling points continually before the dealer—it gave him the chance to show his new goods and explain his old. He offered his sales helps, posters, placards, booklets, electrotypes and all other trade aids through this medium. The house organ was well edited, well illustrated and well printed, and in a few months the dealers were looking forward to receiving it, thus assuring its success.

A display case to hold a sample assortment of goods was devised, and this was offered free to any dealer who would purchase the samples. These cases were bought in large quantities at a price which enabled the manufacturer to give them away with the sample assortment and still make a profit. This one plan, worked through a series of letters and the house organ, added many new dealers to the list; brought in much more profit and business than all the direct sales of the preceding year, and at the same time secured for the manufacturer the confidence and support of the retail dealer.

Many other ideas and details were worked out and the national advertising was used as it should be—as a means toward securing national distribution amongst the retail trade. This is the case of a manufacturer who did not quit after one disastrous attempt, but had sand enough to try again. He escaped the advertisers' graveyard because he went ahead the second time on a well-conceived plan of campaign, directed by a man who knew his work. Some say this manufacturer is "a fool for luck" but it looks to me as if he was



a pretty keen man—one who, through pluck and hard work, has reached success.

Who is to blame for the lack of a practical plan of campaign and for the advertisers' graveyard? Is it the inexperienced advertiser, or is it the agent? These failures are fewer than they were a while ago, but still they come every year, and each is a direct slap at advertising. The good agent of the present day realizes that his future success depends on the success of the advertiser, and to secure this he gives the advertiser his best services and impartial advice. But there are some others to whom commissions look bigger than anything else, and their one aim is to collect as much as possible and then let the advertiser shift for himself—when these latter are thinned out perhaps the advertisers' graveyard will become a thing of the past.

#### A HUMORIST'S VIEWS OF ADVERTISING.

Charles Battell Loomis, in an article in *Smith's Magazine*, has some characteristic things to say about advertising. Some of the paragraphs follow:

"Municipalities are often heavy advertisers, and insert just the wrong advertisements day after day.

"There may be a town that wishes to boom itself. Its inhabitants feel that it is situated in a good place for business, and they want to attract capital to it; they want to build up its population.

"But day after day they allow an advertisement to remain in sight; an advertisement that turns the balance against them.

"I refer to the ramshackle buildings around the railroad station. It is a truism that first impressions are often final impressions, and when a man alights from a train and sees two or three cheap grogeries, an abandoned blacksmith shop with the window panes broken, the roof going into a swift decline, and one or two depot hacks that look as if a one-hundred-and-fifty-pound fare would wreck them, he is apt to gather from the advertisement that the town is a poor place; and if he is house-hunting he may go on to the next place without further investigation. Attractive portals are worth all kinds of money to a municipality."

Ernest R. Gardner, formerly editor of the *Advertisers' Magazine*, and for several years with the Horn-Baker Advertising Agency of Kansas City, has joined the advertising staff of the Capper Publications, Topeka, Kan.

Hundreds of letters, similar to the following, reach our editor each week from readers of *The Ladies' World*.

"It is a great advantage to the busy mother to be able to shop by mail with such a firm as **Best & Co.** Their goods for children are of exclusive style and quality not to be found in any other house.

"MRS. E. E. C.,  
"Burlington, Vt."

'Such letters as these coming from women who are regular subscribers to *The Ladies' World* prove our often repeated statement that our readers have the fullest confidence in our advertisers.

There is a strong bond between them.

THE  
**LADIES' WORLD**  
NEW YORK

## THE "PUNCH" IN COPY WRITING.

SECURING THE PROPER REACTIVE EFFECT—LIFTING A PROPOSITION OUT OF A RUT—"FRESH GINGER"

By Arthur B. Freeman,  
Of the Nichols-Finn Advertising Company, Chicago.

"No, no, this piece of copy simply will not do. It seems to contain everything I want to say all right, but I feel an absence of something which I know should be there. It isn't strong; it does not convince. In other words, it hasn't got the 'punch.'"

And then the aspiring writer who committed the piece of copy in question crawls back into his hole and wonders why and wherefore. "In Heaven's name, what is the 'punch' and where can I get some?"

A study of psychology, involved and intricate as it is to a business man in quest of practical knowledge, reveals a quality which we might term the unusual—the psychological name for what I've just called the "punch."

We are all of us creatures of habit, and if there is one thing we ought to be thankful for, it is the happy faculty of having actions, which at first required much effort, rapidly become as a part of our nature—a mechanical operation.

We learn to read through a long and laborious process, spelling out the letters and syllables, struggling with pronunciation and the putting of words together. But the habit once formed, we mechanically find words to speak our thoughts without the effort first required.

Things that are new to us absorb our attention and keenest interest, but quickly their forms and qualities become as it were "a habit." Having enjoyed the "unusual" in it, we stow it away in the groove of habit while newer attractions absorb our attention. And so the constant order of change keeps us busy.

Now, when I see a good, striking piece of copy strong with the

"unusual," I have no mental groove to receive it, and my interest is awakened. It is a different idea, a different thing advertised, a different play of words, or a different style of drawing than I have ever experienced before and must naturally make a new impression on my mind.

But, once having seen it, the second impression fits into the first until a "habit" is formed and my mind becomes unconscious to that particular advertisement.

Some people miss the point at first which makes the second impression stronger, but once the copy is understood and makes its groove the law of diminishing returns begins to operate. This is the exception that proves the rule.

The first safety razor copy attracted much interest because the thing itself was the unusual—the punch.

But soon the safety razor became a habit, and your man Friday had to invent a new punch in the advertising. Maybe it's a "slogan." Good! But shortly your slogan becomes a habit, and then what?

New developments are sought, new uses for razors, new kinds of art work, new "stunts" in engraving reproduction, new ways to say old things, and if you ever get to a point where you think there is nothing more to do that's new on that proposition, then it's high time to turn the account over to someone else.

Put a dash of the unusual in your copy and you acquire a wedge by which argument and conviction can be let in with splendid effect.

You can taboo the "stunts" if you will, but I tell you good copy was never written without some element of the "punch" somewhere in its composition.

The mail-order man will tell you that results are always best the first time a piece of copy appears and the exceptions prove the rule. Fresh ginger, new "punch" rejuvenates the copy and there you are. If you want to make a hit in any job, do something unusual—develop a "punch."

# Our Garden Annual Issue of

The ORANGE JUDD WEEKLIES (the 7th annual) will appear March 4, 1911. Forms will close February 20.

The best known agricultural—yes, and general—advertisers have used it for years, and have found that extra large space always pays in the GARDEN ANNUAL issue of

## The ORANGE JUDD WEEKLIES

Write for our prospectus, which tells all about it—the leading articles by famous authorities which make our GARDEN ANNUAL intensely interesting to our readers, and therefore valuable to our advertisers. Its reading matter is so suggestive, it

### Is a Potent Salesmaker

Circulation, 425,000 guaranteed, among the farmers who are making—and spending—the most money.

Send in your order now. Don't you want some of these sales?

ORANGE JUDD COMPANY

Headquarters:

Western Offices: 439-441 Lafayette Street  
1209 Peoples Gas Bldg., Chicago, Ill.  
335 Palace Bldg., Minneapolis, Minn.

Eastern Office:  
New York Myrick Bldg., 1-57 W. Worthington St  
Springfield, Mass.

## THE PROBLEM OF THE NARROW COLUMN LAYOUT.

THE PECULIAR DIFFICULTIES OF THE HALF-PAGE MAGAZINE AD, AND THE LONG COLUMN IN LARGE SIZE MAGAZINES—THE IMPORTANCE OF THE LAYOUT IN THIS TYPE OF AD.

By Albert P. Timoney.

The newspaper advertiser can vary the appearance of his advertisements in many ways. The large size of the newspaper page permits him to select many shapes and sizes of space for his ads. If he has run a series of ads four columns wide by ten inches deep, and would like a change, he can use practically the same space but in an entirely different shape by taking two full columns. If he hits upon some effective illustration scheme he can choose the size and shape of space that is best adapted to the working out of that scheme.

The magazine advertiser is much more limited in the number of different shapes of space he has to select from. The magazine page is smaller than the newspaper page, and its divisions are fewer. In fact, those magazine advertisers who do not use full pages as a rule, find just one shape of space most satisfactory from every point of view—the long, narrow space.

This is the shape of the half-page-down in the standard-size magazines. This is also the shape of a single column next to reading matter in the larger size woman's publications like the *Ladies' Home Journal*, *Woman's Home Companion*, etc., and in weeklies like the *Saturday Evening Post*, *Collier's*, etc. Only the single-column space in these larger size publications is narrower and much longer than the half-page-down in the standard magazines.

The majority of magazine advertisers have not, therefore, the advantage possessed by newspaper advertisers, of selecting a size of space best suited to their scheme of layouts. They must rather prepare their layouts and ads to con-

form to a certain shape of space in the magazine pages.

And the layout plays a very important part in the effectiveness of their ads. First, because the long, narrow shape makes it necessary to economize as much as possible in the amount of space they devote to borders, illustrations, etc. They must strive to get the strongest effect in the smallest space. Second, because their advertisement is only one of many in the same publication using the same size and shape of space. They



INGENUITY IN GETTING DISPLAY FOR MAGAZINE "HALVES."

must endeavor to make their ad "stand out from the crowd."

Run through the pages of any of these large size publications and note the number of long, single-column advertisements. It is at once apparent that the ads having the most striking layouts are going to attract the attention of the greatest number of readers. Such ads are going to "reach out" after the readers—and a big proportion of the readers of any publication need to be reached after. They are not all looking to buy—but they are all possible buyers.

To the expert layout man the long, narrow, single-column space always presents an interesting



ever possible—and in ninety-nine cases out of one hundred it is possible.

The public is quick to appreciate advertisements that are effectively displayed. The average man and woman magazine reader can pick out with surprising accuracy the advertisements in a magazine that are laid out in the most striking and attractive manner. And this appreciation is worth a whole lot to the advertiser who earns it.

The most satisfactory results in making layouts for the long, single-column space have been obtained where the layout and text for an ad have been worked out together. In this way a perfect harmony between text and illustration is developed. The man who gets the idea and writes the advertisement is the one best equipped to work out an effective layout that will accommodate itself to his text—that will illustrate some feature he wishes to emphasize.

When the layout has been roughed out it should be carefully studied to see how it can be improved. If the space occupied by the design can be lessened without losing strength, so much more space is gained for the text. On the other hand, if the design tells part of the story—illustrates some strong point—it may be just as important to the ad as the text.

Another result a good layout should secure is to hold this long, narrow space together, and make it stand out of the page as one ad. So that upon turning the page the reader's eye will take it in from top to bottom at a glance. Yet this effect should be obtained without taking up a lot of space with a border whose sole purpose is to "tie together." Here is where the cleverness of the layout man comes in.

The advertisements of Old Dutch Cleanser have appeared in this long, single-column space for years in the women's publications, and furnish a good example of the great variety of effective layouts that can be worked out for one product in this space. These Old Dutch ads developed one par-

ticular advantage of this long space—in giving prominence to the several different features of a product. The Old Dutch Cleanser slogan, "Cleans, Scrubs, Scours, Polishes," was effectively brought

**Old Dutch Cleanser**

**Cleans**

Enthusiastic all round Cleanser on your windows, painted walls, marble, glass and rubber, and note how much easier and better it cleans them

**Scrubs**

scrubs your window sills, painted and unpainted wood work, bath tubs, linoleum and everything with this handy Cleanser. You'll find how easily it scrubs without hard scrubbing

**Scours**

The hygienic Cleanser, definitely has been found to scum and alkali a scum for scouring pots, kettles, pans, boilers, milk and tin cans. Keeps all articles "bright" and clean

**Polishes**

After a rough scrub, leaves a smooth surface about your house can let light shine and shining with after occasional Cleanser scrub and wipe

10¢

If your price is less, ask for Old Dutch Cleanser, and as before and this is stamps for a full size can

Old Dutch Cleanser is the only cleanser that will not harm your furniture

The S. S. Packing Co.

**What the Big, Red Singer 'S' Stands For**

The familiar trademark of Singer Sewing Machines is recognized all over the world as the sign of quality

**Supplement**

Singer Sewing Machines and the Wheeler & Wilson are the best machines made. They are the only machines that last a lifetime, and are the models which other manufacturers are always striving to imitate

**Saving**

A Singer Sewing Machine is a Wheeler & Wilson enables a woman to clothe herself cheaply and abundantly in the most fashionable—and quickly pays for itself in domestic labor saved

**Satisfaction**

These machines never give the slightest trouble. They do every kind of sewing perfectly and easily, and are not an annoyance after twenty years' use as they are the day you buy them

**Security**

One of the 6,000,000 Singer machines is always near you, ready to furnish last year's patterns, or Singer and Wheeler & Wilson machines are only sold through those stores for your protection—a guarantee of

**The Best**

For the past 25 years, our Sewing Machines have been the best in the world

#### MAKING LARGE SIZE COLUMNS "STICK OUT."

home to readers by various layouts that made four divisions of the column, each division featuring one use of the Cleanser. These advertisements virtually consisted of a chain of layouts forming one ad, or of a design

repeated down the column. And these different divisions helped to impress upon people the different uses of Old Dutch Cleanser.

New and effective ways of using this long, single-column space appear every now and then in the advertising columns of the magazines. Advertisers are discovering new ways of telling their story effectively in this space.

The half-page-down in the standard size magazines is an easier space to fit with good layouts. However, the same problem confronts the layout man of getting up layouts that will stand out from all the other half-page-down ads in the magazine.

The layout is not the whole ad, but it is a very important part of it, especially where so many advertisements occupy the same shape and size of space. That is why the advertiser should not be satisfied until his advertisement "stands out from the crowd" and gets the attention of the magazine readers—with a strong, attractive layout.

#### HOWARD I. IRELAND ENJOINS WIFE.

Upon the petition of Howard I. Ireland, Judge Wiltbank has issued a temporary order restraining the transfer of any stock in the Ireland Advertising Agency, of Philadelphia, pending a further hearing. Before starting on a trip around the world Mr. Ireland gave a bill of sale covering the agency to his wife, Bertha D. Ireland, the understanding being that it was to be incorporated. The idea of incorporation was adopted at the suggestion of Mrs. Ireland who for several years had had a share in the management of the agency.

While Mr. Ireland was abroad, the agency was incorporated with a capital stock of \$10,000 divided into 2,000 shares. Mrs. Ireland became president and treasurer and Howard M. Donovan, manager.

When he returned last August, Mr. Ireland requested his wife to turn over the stock to him and she refused, he says. He states that his wife had issued to herself 1,840 shares of the 2,000 shares of stock.

#### ANOTHER PAPER REDUCES ITS PRICE.

The new management of the Brooklyn *Daily Times* has reduced the price of its Saturday issue, which contains magazine features, from three cents to one cent.

## The George L. Dyer Company 42 Broadway New York



**Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel**



# Ethridge



No matter how successful you may be, it is unsafe to sit tight and contemplate your medals. Every customer you have is being constantly bombarded by the clever advertising of your competitors. To keep the trade you have and get more, you must advertise at least a little better than the other fellows do. Start right now, with the new year.

By keeping an eye on train schedules, we serve advertisers and agents in the Middle West with surprising promptness; they often tell us that we actually save time for them.

*The Ethridge Company,  
New York City.*

GENTLEMEN:—"Give this work the same attention accorded the recent — drawings and we shall be more than pleased. The — designs fulfilled every expectation and you deserve special congratulations upon the speed with which the work was finished."

*(Extract of letter from Agency)*

Mr. A. Rowden King and Mr. J. L. Brooks have been added to the force of outside representatives of the Ethridge Company, N. Y. Mr. King is devoting his work to the Boston and New England field and Mr. Brooks to Philadelphia.

A New York lady, recently returned from abroad, says that her most delightful experience

was listening to the French pheasants singing the mayonnaise. The lady means well, and what she says sounds very much like what she means, but—! Many an apparently good advertisement sounds well to the man who makes it, and is pretty near right, but—! Don't be too sure that there isn't a large-sized BUT concealed somewhere in your own advertising.

*The Ethridge Company, Gentlemen:* "In my sixteen years of advertising experience I have not met with nor do I know of any company that can produce drawings or sketches of all degrees of commercial excellence, that can in any way compare with those executed by the Ethridge Company for me in the various capacities in which I have requested same.

"I will be most pleased to substantiate same personally or by correspondence at any time, and it affords me the greatest possible pleasure to be able to do this."

*(Extract from letter from large Chemical Manufacturing Co.)*

You don't say that you spent money for Government bonds, but that you invested it in them. What a fine thing it would be if advertising could be made so positively right that you could sign the checks for it with the



feeling that you were making an investment instead of spending money. Let us all work together, with that goal in view.



# e Shop Talk



For many years the farmer about to go to mill put the grist in one end of a sack and enough stones in the other end to make it balance across his horse's back. The man to whom it occurred that the same balance could be secured by putting half the grain in one end of the sack and the rest in the other end was hailed as the possessor of a Great Mind. Sounds ridiculous—but there are a lot of simple but mighty effective things that have never been done. We discover a new one every little while.

Our letterhead explains clearly what we do, and the basis upon which our charges are reckoned. You ought to see it; write to us. Everything in advertising but placing.

The pressure of a button might release a pent-up volume of water sufficient to start another Niagara—but no button-pressing could stop the tremendous energy of the cataract. Advertising is a similar force; most anybody can start it, but nobody can stop it. Hence it is of tremendous importance that you start right. It gives us pleasure to know that we have helped a good many advertisers to start right.



In the end, the merits of the goods must sell them—advertising only induces people to try them *once*. For this reason you are careful not to misrepresent your goods by making extravagant claims for them. But there is another kind of misrepresentation—the kind that is an injustice to yourself.

*The Ethridge Company, Gentlemen:* In reference to the design for the front cover, would say that this is certainly extraordinarily beautiful. It is the biggest eye-catcher that we have ever seen, and we do not want to lose any of the detail which you have so carefully worked into it.

(Extract of letter from a national corset advertiser.)

## PRELIMINARY CHARGES

A nominal charge is made for preliminary (unfinished) work. This bill does not cover the cost of preparation of the drawings or copy, and payment therefor does not convey possession of either drawings or copy. These remain the property of the ETHRIDGE COMPANY. The preliminary charge stands on each rough sketch not accepted. On accepted designs the bill for preliminary work is deducted from the bill for the completed designs. Alterations are charged on time basis.

**The Ethridge Company**

**Madison Square Building**

**Madison Square, North**

(25 East 26th Street)

**New York City**

Telephones: 7890-7891-7892-7893

**Madison Square**

## HOW TO ADVERTISE EFFECTIVELY TO ENGINEERS AND TECHNICAL MEN.

COPY THAT PERSUADES THE MAN WHO KNOWS—IMPORTANCE OF HEADLINE AND ILLUSTRATION—  
—ENGINEERS CONSERVATIVE BUT REASONABLE AND ALERT—SOUNDING PHRASES TABOOED.

By Joseph Flynn.

I have in mind the advertising experience of a large firm well known in trade circles. They ran a half page every week in one of the large trade journals. At the end of six months not one inquiry had been received. As you may surmise, something was wrong. The medium was the best in its line, the advertisement had a good position, and was well displayed. *The trouble lay in the copy.* It had no *pulling force*. The same thing might well be said of thousands of advertisements scattered throughout the trade papers of this country. There is a remedy for all this;—*good, positive copy.*

Before sitting down to advertise a piece of technical apparatus, like a pump, an engine, or a device to clean out the boiler, we should bear in mind that we are going to talk to *a man who knows*. The man we want to interest is not the man in the street but a specialist in that sort of machinery, or one who employs skilled labor. Engineers, as a rule, are careful, conservative men. They want what they want when they want it. They are not going to invest in technical apparatus because *you tell them* they need it in their business. Furthermore, always bear in mind that engineers do not invest in technical apparatus every day. As a rule, when in need of some piece of machinery they consult a trade paper, turn to the alphabetical index, and run down the list of advertisements relating to what they need. They read your copy carefully and critically. They are always on the watch for improvements, being eager to keep abreast of the times, and if you can prove to their satisfaction that your pro-

duct is genuine, reasonable in price and promotes economy, you will get results. The way to interest them is to write good, positive copy. Simple words go straight to the mark like a bullet, hold attention, and lead to inquiries.

Suppose, for instance, you intend to advertise an apparatus for cleaning out water-tube boilers. For the purpose of illustration, we will call it the Star System. This apparatus enables the engineer to clean out his water-tube boilers in less time than any other apparatus. Furthermore, it is less expensive. The cleaning can be done several times a day without interfering with the operation of the boiler. This is one of your strongest claims for the Star System, and very little trouble is occasioned in installing it.

The first step is to become acquainted with the apparatus. No man can write good copy unless he is conversant with the good qualities of the product under consideration. Get acquainted with your product. Call upon the man who is manufacturing the advertised article and get him to explain its construction. It has been proved by experience that the copy-writer who follows the construction of a product from the time it goes into the plant in the form of crude material, until it emerges ready for installation, is better qualified to advertise that article than the man who has only a catalogue to fall back on.

We want a good heading. Where shall we get it? In the apparatus of course. Look into your device and get a heading. It is there, right before your eyes. Comparing the working qualities of an engine to the perpetual motion of the sun might sound all right, but it doesn't interest the engineer. He wants facts, not improbabilities. Tell him something he knows to be true, and he will agree with you. A good start is half the battle won in technical advertisements. You are not going to claim that your product is the best in the world because every one of your competitors can claim the same thing. Every

technical advertisement, where it is possible to do so, should contain a cut. Put a cut into your advertisement where it can be seen and admired and criticised. Don't put it down in a corner where it will not conform to the general tone of the advertisement. Put it where the eye will catch it instantly. Some cuts need no reading matter at all. After you have placed your cut and got your heading start in to write your copy. Imagine you were talking to an engineer who is in the market for a good device to clean out water-tube boilers. He has ten different styles under consideration. They are all good and fully guaranteed. Some of them are cheaper than yours, and are highly recommended by satisfied users for their efficient and economical results. Now, why should he purchase yours? It is up to you to interest, convince and rouse him to action. What will you say? You have all the facts at hand, so cut out foggy theories and get down to business. Talk the Star System. Remember that space costs money, and high sounding phrases, which interest no one, occupy space. The efficiency of your apparatus can be described in a positive manner without resorting to innumerable adjectives which mean nothing. To sum the matter up in a few words, *tell what your product will do*, not what it might or has done. The engineer doesn't care one iota what your product has done for others. What he wants to know is *Will it do just what he wants it to do?*

When you have come to the end of your argument, stop. Many a good salesman has lost a good order by talking too much. After you have said your little piece, sit down and await results. I remember listening to a salesman trying to sell a centrifugal pump. The president of the concern which was in the market for such a pump listened to all the arguments which were advanced. Finally he took his cigar out of his mouth and said to the salesman, "Are you aware you are talking to an engineer?"



Business is battle. Will you chose your battlefield where your early occupation of it gives you the advantages of choice, etc., or will you hurl yourself in frenzy on the intrenched position of your competitors?

When an opportunity to capture the making of a magnificent market for your goods is yours for the taking, do you take it?

The UTICA

**SATURDAY GLOBE**

goes each week into over 140,000 homes of solid, substantial folks, largely in interior New York, New England and adjacent states.

The solid, substantial nature of the publication, its helpful, confidence-inspiring record of nearly a third of a century, makes it a resultful business messenger for those who have worthy goods to exploit. It surely opens up the splendid market referred to above.

Please ask us to tell you more about it. That's what we are here for.

THE JOHN BUDD COMPANY,  
Advertising Representatives,  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

## A RETROSPECT OF 1910 AND A FORECAST FOR 1911.

HOW THE YEAR JUST CLOSED SUMS UP IN A BACKWARD GLANCE—EFFORTS TO BELITTLE ORGANIZATION AND MORE ANALYTICAL STUDY—GRAPHIC DEPICTION OF LAST FOUR YEARS' ADVERTISING—ADVERTISING MEN BECOMING SALES MANAGERS—FAILURES IN 1910—ADVERTISERS PLANNING TO ENLARGE CAMPAIGNS—SOME FORECASTED CAMPAIGNS TO BEGIN SOON—WHAT PUBLISHERS AND AGENTS SAY.

A year is a comparatively short but nevertheless instructive standard in marking the advance or retreat of anything.

To measure advertising by the year period is particularly valuable, for it is one of the things which has grown so fast that years sometimes have seemed like decades in their rapid transitions.

Advertising has shown, in the past several years, a peculiar sensitiveness to general business conditions. One important business man regards the **PRINTERS' INK** summary of periodical advertising as one of the best barometers of country-wide business conditions that is obtainable.

The table and graphic chart herewith published indicate some very interesting things. They show how 1907 started in January more auspiciously than any year since, but has been steadily surpassed in volume, with the one exception of 1908, the "panic" year.

### BUSINESS CONDITIONS REFLECTED IN ADVERTISING.

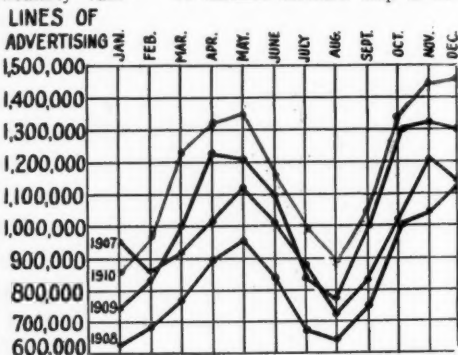
Growth has been slow since the depression began, and the marked conservatism of the past year is well reflected in the career of magazine advertising for 1910.

The newspapers have enjoyed a considerable advance in general

advertising—many as much as twenty and twenty-five per cent. Some extensive newspaper campaigns, such as for the Edison phonograph, Crystal Domino Sugar, Frisbie Coon Collars, Fels-Naptha Soap, Gold Soap, Uneeda Biscuit, Santa Fe and Burlington Railway freight service—together with any number of smaller campaigns covering sections of the country, were features in 1910.

Street-car advertising has been used more intelligently in the past year than at any other time. Poster advertising has broadened out, and every form of advertising is getting more of the consideration due it than in years past, for advertising men are less dogmatic and more scientific.

A distinct forward step is no-



ticeable in the desire to systematize and nationalize advertising methods and custom. The adoption of the uniform advertising contract by the Technical Publicity Association, the serious discussion of the relations between agent, advertiser and publisher, the formation of a national advertising manager's organization, the adoption of serious courses of study for advertising clubs, the determined war of newspaper publishers on the press agent, the decidedly growing appreciation and effort toward the elimination of exaggeration and untruth in advertising—all of which were 1910 developments, represent real and important advances and significant readjustments.

TENDENCY FOR ADVERTISING MEN TO  
MERGE INTO SALES MANAGERS.

Particularly interesting has been the general impetus to the idea that a really good, all-around advertising manager is also a good sales manager. At least half a dozen men who were advertising men in 1909 became sales managers and advertising managers in 1910. In agency service this tendency has been reflected more than ever in the past year by the distinctly selling service rendered.

In circulation and publishing policy the year has been notable in the increasing tendency to be specific about the circulation. The *Iron Age*, the *Scientific American*, and other trade papers have declared for an open circulation policy; while such papers as the *Baltimore Sun* and a few others have radically shifted their policy in line with the most advanced thought in circulation statement.

GENERAL BUSINESS CONDITIONS AND  
NEW CAMPAIGNS COMING.

It is interesting to analyze the failures which occurred during the past year. There were 3,280 manufacturing failures—250 more than in 1909, but 500 less than in 1907. The greatest number of failures were in clothing and millinery lines—largely women's clothes, which in the finished shape are less advertised than any other large division of merchandise. The industry suffering the next greatest number of failures was the lumber industry—another unadvertised class; and next the millers. Flour advertising is done by practically two—recently three—concerns. Machinery and tool makers, glass, earthenware and brick makers and printers and engravers suffered more heavily than any other classes; and all of them are practically unadvertised.

In spite of James J. Hill's pessimistic interview (afterward denied), the best advices indicate a conservatively prosperous year for 1911, building carefully but surely an increase upon 1910.

One of the most promising indications for 1911 is that most of the prominent magazine advertisers in 1910 will enlarge their cam-

paigns. One agency man put the matter this way: "I know for a fact that most of our new clients look upon their 1910 advertising as a 'trial heat' for 1911. The coming twelve months will see the working out of publicity plans that were outlined early last year. It is dangerous to divide a campaign arbitrarily according to the calendar, and I believe most advertisers appreciate this."

A careful canvass of agencies and advertisers by a representative of PRINTERS' INK demonstrated that there was an encouraging number of campaigns now under way and



From the American Woolen Co., the Leading and Largest American Manufacturers of Worsted and Worsten Fabrics, to the American Manufacturers and Distributors of Garments and Hosiery.

An Unusual and Important Arrangement

For the purpose of giving the consumer of woollen fabrics in America a trustworthy and direct statement of the quality and character of the American Woolen Company's product, and educational means for selling and promoting the fabric of this company, an educational advertising campaign will shortly be put into operation which will have a marked influence in increasing the demand for and sale of specific types of the materials produced by this company.

The fundamental and center of our main campaign for our old and new, as well as foreign, dealer in woollen fabrics for the past, will be addressed to educating them through the medium of the following:

1. Building the importance of a thorough understanding of this campaign among our people, we believe it will be of great value to carefully follow our extensive campaign.
2. What we will have to say will not only prove the leadership of the American Woolen Company's product, but should prove of lasting value to the entire American Woollen industry in striving to clear up many common misapprehensions of the character and quality of domestic fabrics.

AMERICAN WOOLEN CO.  
100 N. WILSON, Portland  
The Leading American Woollen Manufacturing Interest  
AMERICAN WOOLEN MANUFACTURING, 1910 and 1911. (Hosiery, 1910-1911)  
A CAMPAIGN OF EDUCATION, 1910-1911



ONE OF THE AMERICAN WOOLEN CO.  
SERIES JUST STARTING.

others in immediate prospect. References to future activities were for obvious reason mainly in the nature of general statements. But there was no hint of coming dullness in such statements as this from George Batten, of the George Batten Company: "Nineteen-ten has been the best year we have ever had. We do not see how 1911 can drop behind. Our increased business has come mainly through the development and extensions of the campaigns for old clients, although we have many new clients whose campaigns will appear this year." Another very large agency confessed that 1910 had seen more business

pass through its office than in any two previous years, and was sure that 1911 would show an increase.

One group of newspapers which have a New York representation had in 1910 thirty-four per cent more advertising than the previous year. Contracts now signed or soon to be signed seem to point to a certain gain over even these figures for 1911.

One of the most interesting of the new campaigns is that of the National Cash Register Company, being directed by the Lesan Agency, of New York. While the cash register is purely a "trade" contrivance, the enterprising Dayton concern is advertising to the consumer, urging him to take an interest in the equipment his dealer has for conducting business profitably, for the customer as well as for the merchant. Contracts of 10,000 lines are being written and copy is being placed in newspapers at 255 points all over the United States. The copy varies in size according to the city. Double pages ran in New York, Boston and Chicago, beginning Sunday, January 8th. Full pages will appear in the papers of St. Louis, San Francisco, New Orleans, etc., and 700 lines will appear within a few weeks in smaller cities through the West. The probability is that National Cash Register advertising will appear rather consistently through the year.

The United States Motor campaign will be one of the largest of the year. Advertising with liberal space will be placed in most of the cities of the country with 15,000 population upward.

Copy for the Raymond Whitcomb Tours will be slightly larger than the past year, both for newspapers and magazines.

The leading newspapers are looking for increased patronage from the Postum-Cereal Company. This campaign has practically doubled in the past month, since the Collier-Post trial for libel.

Advertising for Penick & Ford's "Velva" syrup will run in the newspapers of the Southwest. Considerable new copy for India

Ceylon Tea will be placed in certain sections of the country.

The campaign for "Sirolin," a new cough remedy, now begun in the newspapers of New England, will be gradually extended the coming year.

The Ford Motor Company will be one of the dependable newspaper accounts of the year. This company recently secured a notable victory in its fight against the Selden patent monopoly, and is entering upon the new year with increased energies. Copy will go to papers in most towns of 20,000 population and over, full pages and half pages.

One agency reports that a certain bakery company has been talking of an expenditure of \$40,000 the coming year in the newspapers, but that negotiations have not yet led to any contracts.

A well-known special agent in New York predicted that 1911 would see more financial advertising than in the past. Already increased trust company advertising is appearing after the flurry in New York, and he felt confident that a large number of banks and trust companies would attempt to counteract whatever uncertainty of feeling there is in the public mind by taking their cases up directly with the people.

Horlick's Malted Milk, which became a prominent newspaper advertiser in 1910 is scheduled for even more vigorous advertising in 1911. It is also reported that there will be an increase in the campaign of the Boston Garter.

The Van Cleve Company, of New York, reports that Diamond Dyes will, this coming year, make a larger showing than before. The Bobbs-Merrill Company, an Indianapolis publisher that has applied strictly commercial principles to bookselling, will be a larger advertiser. Mr. Van Cleve states, than last year. Although this publisher understands that it is selling a product that must be classed strictly as a luxury, it is increasing its efforts with confidence. White Rock, a table water, will be even more energetic in its advertising than last year.

(Continued on page 36)

ONE year ago in this issue there was announced the intention of the bigger Federal—a new kind of an advertising agency.

The year has brought accomplishment—many notable accounts have endorsed our idea that the truly efficient campaign must unite merchandizing knowledge and advertising skill.

Interested advertisers can obtain a list of our accounts and particulars of our service upon request.

Next month we move in the new Annex next door where we occupy an entire floor with space, light and equipment fitting to Federal expansion.

## FEDERAL ADVERTISING AGENCY

"Put it up to men  
who know your market"

New York

Chicago.

Cleveland.

St. Louis

Address: 231-241 West 39th Street, New York



# What Advertising & Selling Offers To Publishers and WHY It Has It To Offer



Advertising & Selling has made notable strides forward in the year just closed. This is true of both circulation and advertising—and true for the single reason that its editorial contents have set a new standard for interest, usefulness, authority and independence.

The features which have proven so successful during the past year will be continued, and new departments of special value have been arranged for. Some of both are as follows:

## THE PARSONS LECTURES ON THE PRINCIPLES OF ARRANGEMENT

Frank Alvah Parsons, Director of the New York School of Applied Design, is now delivering his second series of lectures before the Advertising Men's League of New York. The series will, by special arrangement, be exclusively printed in Advertising &

Selling, together with reproductions of all of Mr. Parsons' illustrations and exhibits. These lectures state and explain the natural laws and principles upon which the Attention-Value of an advertisement depends.

## THE PRINCIPLES AND PRACTICE OF ADVERTISING— A TEXT BOOK

This series of articles by Gerald B. Wadsworth began in January Advertising & Selling, where it will appear exclusively. It is the result of years of study and experiment, and is the

first real text book on advertising—the first book which authoritatively lays down advertising rules and axioms, and proves their correctness.

## LUTHER—DOCKRELL—LOCKWOOD

(They write for no other publication)

Calvin H. Luther will continue his able articles on business organization and management and the conduct of the sales department. Mr. Luther is one of the most prominent and successful American business organizers and systematizers, and his articles are both important and valuable.

Thomas E. Dockrell will continue his monthly articles on advertising

topics—particularly newspaper advertising—which have formed so prominent a feature of Advertising & Selling during the past few months.

R. Bigelow Lockwood will continue his interesting and informative articles on business systems and office management, as exemplified in actual practice in big business organizations.

## IN GENERAL

Among the other exclusive contributors to Advertising & Selling whose articles will appear from time to time, are such authorities as George French, A. Rowden King, Frank L. Blanchard, R. R. Shuman, Frank Markward, and George L. Louis.

The dramatic disclosures of agency abuses appearing under the heading "Juggling With the Advertiser's Money," will continue—these have been characterized by a large number of advertisers as the greatest work yet attempted in the interest of honest, clear advertising methods.

Such text matter as described above, combined with an able, progressive, frank, and fearless editorial policy, is responsible for the remarkable circulation showing which appears on the following page



# 14,000 Copies

were printed of the January issue of  
ADVERTISING & SELLING.

Since June 1st, 1909, no edition of less than 12,000 copies has been printed.

And it is obvious from the character of our text matter, that our readers must be, as they are, manufacturers and distributors, and those among their executives who dictate advertising policy and select the mediums to be used.

A sworn statement covering these facts, the distribution by states, the total number each of paid subscribers, exchanges, advertisers, etc., has been issued.

This is the first sworn and detailed statement of circulation ever generally distributed by a publication devoted to the advertising business.

If you have not received one, ask for it.

\* \* \*

It is the above splendid circulation that is responsible for the following remarkable gain in advertising earnings of ADVERTISING & SELLING over the corresponding months of the previous year:

October, 1910.....	26%
November, " .....	40%
December, " .....	32%
January, 1911.....	49%

Advertising in ADVERTISING & SELLING will help you get advertising contracts.

**February forms close January 26th.**

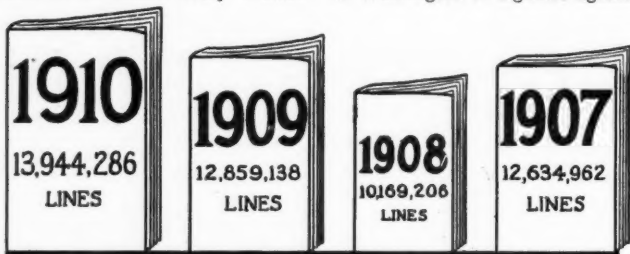
ADVERTISING & SELLING 71 West 23rd Street NEW YORK

both in the magazines and the newspapers. The Van Cleave Company has two new accounts which are expected to develop into items of considerable importance—Wilbur's Cocoa and Chocolate Buds. Chocolate Buds will be advertised in the magazines and will go into the larger newspapers with continued large copy. Three whiskey accounts this agency has will make a good showing. These are Wilson, Trimble and Garrett Club.

In the textile field one of the most interesting campaigns will be that the Arlington Mills, manufacturers of dress fabrics. The aim is to make every woman

the manufacturer. Why, think of it! The magazine with the greatest circulation in and around New York can only show 90,000 copies and this once a week. Add the circulation of the New York dailies and see the astounding total. Could any manufacturer doubt the worth of the newspapers if he were shown how thoroughly the dailies cover this field? Take any city and examine the figures in the same way.

"I happen to know that one large evening daily is worrying over the prospect for its patent medicine advertising this year. There seems to be a disposition at Washington to legislate against



RELATIVE VOLUME OF FOUR YEARS' MAGAZINE ADVERTISING.

know the Arlington Mills trademark and to this end full-page advertisements will appear in the *Ladies' World*, *Vogue*, *Woman's Home Companion*, the *Butterick Trio*, and the *Ladies' Home Journal*; and other advertising in *Good Housekeeping*, *Harper's Bazar*, the *Ladies' Home Journal Fashion Quarterly* the *Monthly Style Book*, the *Butterick Fashion Quarterlies*, *The Housekeeper*, *Pictorial Review* and *McCall's*.

#### MORE PROSPERITY AHEAD FOR NEWSPAPERS.

An agency man, who has directed the expenditure of about a million in dailies in 1910, is enthusiastic about the newspaper outlook for 1911.

"The newspapers have one of the richest seasons of their existence ahead of them, if they will only cease knifing one another, and like sensible beings turn to the great task of making the merits of their mediums known to

fraudulent claims in advertising. If this is passed, the paper is wondering where it shall go to make good the advertising it will have to drop. We are all hoping that it will use its influence to secure national accounts on the basis of the service it can render an advertiser."

Esco hosiery, manufactured by Henry Schiff & Co., New York, is being advertised in the New York dailies to strengthen the demand in the metropolitan district. This firm is forty years old, and already has a national distribution. Seven women's publications are on the list for furthering sales throughout the country. In the course of the year newspaper advertising will appear in large cities outside of New York, like Chicago, St. Louis, San Francisco, Indianapolis and Detroit. Esco is not a guaranteed hosiery proposition, although the manufacturers give an ironclad warrant of quality.

## **The Pittsburgh Chronicle Telegraph Shows the Greatest Gain in Business During 1910 in the Afternoon Field In the Great Pittsburgh District.**

In total volume of advertising The Chronicle Telegraph *gained 16.3 per cent.*

The next paper gained 13.6 per cent and a third gained 12.1 per cent.

In calculating these gains, medical advertising that The Chronicle Telegraph refuses to print has been deducted from the total of the other papers.

The gain in advertising is about equalled by gain in circulation, The Chronicle Telegraph now having a larger circulation than ever before.

{ More Papers Printed and Delivered }  
{ More Papers Bought and Paid For }

A steady, continuous growth has resulted from the merits of the paper alone. No merchandise or other coupon scheme has been resorted to. It is "The Paper That Goes Home."

### **YOU NEED THE CHRONICLE TELEGRAPH IN PITTSBURGH**

---

HAND, KNOX & CO., *Special Representatives,*

Brunswick Building, New York.

Journal Building, Kansas City.

Boyce Building, Chicago.

Candler Building, Atlanta.

Other new accounts are: Superior Underwear Company, of Piqua, Ohio, copy for which will appear in the *Saturday Evening Post*, *Everybody's*, *McClure's*, *Collier's*, *Cosmopolitan*, *Review of Reviews*, *American*, *Literary Digest*, etc.; this product already has distribution, and one of the features of the selling campaign will be to make the clerk behind the counter act in close co-operation with the advertising; Klosht Petticoat, made by Greenwald Bros., Philadelphia, for which copy will be placed in the women's magazines and in some of the leading newspapers; the No-Sag Ladies' Bag, made by Freund Bros. & Co., New York, for which the leading women's publications will be used; S. B. H. Sanitary Boxed Handkerchief, made by Stringham, Bauer & Herz Company, New York, for which distribution will be worked up through trade work; this will be followed in the spring by local newspaper advertising and later in the year by magazine advertising.

The Sternberg agency has taken charge of the mail-order department work of Stern Brothers, New York, and will use a selected list of women's publications.

"Lissue" is the name of a new fabric handkerchief made by the Tootal Broadhurst Lee Company, Ltd., New York. The firm is announcing to the trade a good-sized advertising campaign.

The Rubdry Towel Company announces a bigger advertising campaign for 1911 than ever before. Ten of the biggest national publications will be used: *McClure's*, *Everybody's*, *Hampton's*, *Physical Culture*, *Cosmopolitan*, *Outlook*, *Literary Digest*, *Review of Reviews*, *Collier's* and *Saturday Evening Post*.

#### NEW AGENCIES STARTED OR RE-ORGANIZED

Johnson Advertising Agency, Chicago; Southern Advertising Agency, Chattanooga; Dudley Walker, Chicago; The Dunlap-Ward Agency, Chicago; The Baldwin-Decker Ad Co., Chicago; The Samuel Knopf Advertising Agency, New York; E. A. Buckley, Ogden, Utah; The Harding Advertising Agency, Newark, N. J.; The Stevens-Davis Advertising Co., Chicago; The Crockett

Agency, New Orleans; The Merchants Advertising Agency, Buffalo; Thomas M. Powers, Chicago; Samuel T. Reckfus, Philadelphia; Gay Bradt & Charles D. Levin, New York; William S. Parry, Chicago; The Will Brown Adv. Co., Minneapolis; The Pacific Ad Agency, Seattle; Walter L. Weedon, Worcester, Mass.; The Thompson-Koch Agency, Cincinnati; Walt McDougal, Philadelphia; H. K. Hannah, New York; John M. Leddy, New York; Edwin F. Johnson & E. F. Dallis, Atlanta; The Jones-Morton Agency, Johnstown, Pa.; The Appalachian Adv. Agency, Knoxville, Tenn.; Julius B. Schloss, Atlanta; The Cahill-Igoe Advertising Co., Chicago; The Hunton-Fell-Elliott Co., New York.

#### AGENCIES CONSOLIDATE IN DES MOINES.

The McDonald Advertising Service, of Des Moines, Ia., and the Des Moines division of the Mitchell Advertising Agency have been consolidated under the name of the Mitchell Advertising Agency, which also has offices in Duluth, Minneapolis and St. Paul. O. R. McDonald and W. M. Eldred will conduct the agency.

Mr. McDonald was president last year of the Des Moines Ad Men's Club, and Mr. Eldred continues as secretary.

#### SILVER CUP FOR M. W. FLYNN.

M. W. Flynn, of the S. S. McClure Company, New York City, was the guest of Col. McClure and his other friends within and without the company at a dinner given January 10th in celebration of the completion of twenty-three years of service in the company, and was presented a silver loving cup in token thereof. Col. McClure, in speaking, described how Mr. Flynn's optimism and tastefulness have pulled them through many tight places in the early days of doubt and debt.

The Chicago *Record-Herald* has just advertised a new prize serial story very extensively by printing the first two chapters in Chicago evening papers and in numerous small dailies in cities around Chicago where it circulates. The "ad" made a big showing and was after the style of the late Robert Bonner, who used to boom his New York *Ledger* serials that way.

No cause for action has been found by a jury in Muskegon, Mich., in a suit brought by the Modern Publicity Company of New York to compel Adam Yager, of Muskegon, to fulfill a contract agreeing to purchase one electrotype each week for eighteen months. The defendant claimed that an agent had used misrepresentation and canceled the contract after three months.

John McCaffrey, who is in charge of the new Chicago office of the *American Paint and Oil Dealer*, came from Dallas, Texas, where he was secretary and sales manager of the Lincoln Paint and Color Company.

# The Proof Is in the Figures

Facts That Explain  
The Excellent Advertising Worth of

## Every Woman's Magazine

*"The Magazine for Every Woman"*

250,000 guaranteed paid circulation.

71.4% in towns of 10,000 and under.

96.7% keep house, each family averaging 4.3 persons.

88.7% do the household buying for the entire family.

83.1% purchase advertised products and are firm believers in the superiority of the average advertised product over the unadvertised product.

62.6% have already purchased directly through the columns of Every Woman's.

\$1044.10 is the average income.

5.1 months is the average length of time that each copy of Every Woman's lies on the reading table, before being destroyed.

\$1.00 a line. Forms close 15th of second preceding month.

---

### EVERY WOMAN'S MAGAZINE

NEW YORK CITY

ROY E. HALLOCK, Advertising Manager

Eastern Representative  
WALTER C. KIMBALL, Inc.  
1 Madison Ave., New York  
6 Beacon St., Boston

Western Representative  
W. J. MACDONALD  
Peoples Gas Building  
Chicago, Ill.

## HUMAN NATURE AND THE TESTIMONIAL IN ADVERTISING.

HOW THE TESTIMONIALS OF PROMINENT MEN WERE MADE TO INCREASE PRESTIGE—CARE IN USING A MUCH-ABUSED METHOD.

By J. I. Bernat,

Advertising Manager, Auto-Strop Safety Razor Company, New York.

Human nature is peculiar. There is nothing startlingly original in this observation and yet in all likelihood the men who have to do with selling and advertising have this realization brought home to them more often and far more conclusively than the average man.

In the marketing of a specialty, "straight merchandizing" plans are sometimes at a loss, and exceptional methods must be provided in order that an effective appeal may be made to the consumer. This has been particularly true in the safety razor field where competition during the last few years has been very keen; some jokesmith has said "Far keener than the edge of some of the razors." During the past year it has been a matter of frequent comment and equally frequent inquiry as to why the Auto-Strop safety razor, not very well known previously, should have achieved within a comparatively short time an advanced position in the market.

The Auto-Strop was first placed on the market four years ago and met with immediate appreciation from the public. The writer, however, having "lived" with it from its babyhood had always felt that in spite of the fair demand created, recognition should have been of a more liberal character. In the whole of his connection with this company, the single selling thought was always in his mind: How can I make the general public "see" Auto-Strop merit as I do? Probably as a result of this, but it seemed more like an inspiration at the moment, came the thought: "If we prove to *all*, what those who are using the Auto-Strop razor already *know*, the

manifest satisfaction of the latter must certainly go far toward producing the desired impression."

The company had in its files at the time thousands of letters which were remarkable for their exceptionally enthusiastic tenor. Many were from scientific and business men of considerable note, such as W. L. Saunders, president of the Ingersoll-Rand Company; Hiram Percy Maxim, inventor of the Maxim Silencer; Wm. L. Austin, president of the Baldwin Locomotive Works, etc. In connection would say that this list has since been extended to almost include the name of every self-shaver of prominence in this country and abroad.

It was felt that if the usual plan were followed of publishing a mass of testimonials emanating from any and everybody, the campaign would fail of effect. After much thought the Auto-Strop Safety Razor Company therefore decided to confine themselves to the use of endorsements from men of such position as to leave absolutely no doubt of their sincerity.

The difficulties attendant upon securing such favors from men of this standard need not be enlarged upon; suffice it to say that they only allowed the privilege because of their satisfaction with the razor itself.

In the month of October, 1909, the first piece of testimonial copy appeared, occupying full pages in both monthly and weekly mediums. The response was so satisfactory as to decide the character of the campaign which has since been followed. Taking into account the subsequent standing of the Auto-Strop razor on the market, makes an exact tabulation of results superfluous.

Often inquiry has been made whether the same demand could not have been created by other types of publicity just as strongly and consistently emphasized. Had the usual method been followed of printing any and every commendatory opinion, irrespective of its source, it is probable the returns would not have been nearly as gratifying. It must also be acknowledged that the progress

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made was not due so much to the fact that testimonials were used, as to the decision to use only those carrying conviction.

Instancing this, only as recently as the month of November, copy was published containing a statement from Horace Fletcher. The nature of the inquiries received, again evidenced the attitude of the public toward comments of this class. Alternating with the testimonial copy, other publicity explanatory of the razor itself was run throughout the year. However, the main impression was produced by the type of endorsements published.

There is probably no selling idea which has been so abused or taken advantage of as the testimonial. Therefore, natural scepticism on the part of the reader is not to be wondered at. The time has passed when the mere publication of a mass of testimonials will sell a manufacturer's product. Conviction must be carried to the mind of the consumer of the advertiser's absolute good faith, and most important, the article itself must substantiate the claims made.

#### PROF. HOLLINGSWORTH WILL ANALYZE BASES OF ADVER- TISING APPEAL.

Many advertising men in New York City are already aware of the very practical work that has been accomplished by H. L. Hollingsworth, professor of psychology at Columbia University, on the "Psychology of Advertising."

Professor Hollingsworth has consented to deliver a series of ten talks this winter at a "round table" of advertising men. This "round table" will meet at the Hotel Latham Friday evenings of each week, beginning February 3rd at 6 p. m. An informal dinner will be served, followed by Professor Hollingsworth's talk at 7:00 p. m. The points suggested by this talk will then be briefly discussed by the "round table."

A fee of \$10 for the course will be charged to cover the cost of securing the services of Professor Hollingsworth and such incidental expenses as may be necessary. Applications should be mailed to H. A. Coffin, advertising manager, Sterling Debuture Corporation.

These titles are the subjects Professor Hollingsworth will treat: The Nervous Basis of Mental Process; Analysis of Advertising Types; Principles of Appeal and Response; Miscellaneous Topics, like color, optics, reading, etc.



A lot of folks act as if they thought "Comrades" was still all the rage in the inland towns and villages. As a matter of fact, they wore out "Madame Sherry" long before it got to New York.

Have you ever noticed how much better informed on the big events of the day is your "country cousin" than you are yourself?

They read, not in chunks and by spasms, but a connected news story of the week, a story relieved of the inaccuracies of the "extra" rush and slap-dash.

No, Pauline, not in the pretty magazines, either, but in the big, carefully edited, complete, confidence-inspiring weeklies, the like of which



heads the class.

Think of it! Here's a big news special feature and literary weekly, served by its own carriers in over 12,000 of the smaller cities, towns and villages of the country; none in large cities.

And it's a five-cents-a-copy, paid-on-delivery proposition. The rule is, "no nickel, no paper."

Reaches more than 240,000 homes in all, and in time for Saturday night and Sunday reading.

Can you afford to pass these people by, when an advertisement in GRIT as large as the usual magazine page costs less than \$200.00?

THE JOHN BUDD COMPANY,  
Advertising Representatives,  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

**"NOTHING SUCCEEDS****GREATEST ADVERTISING  
LOS ANGELES EXAMINER****It Gains in 1910 Over 1909 — 6070.80 Columns****ADVERTISING RECORD**

The following tabulated statement shows the **GAINS** in inches month by month:

	Local Display. Inches.	Foreign Display. Inches.	Classified. Inches.	Total. Inches.
January .....	9,766	1,804	18	11,588
February ...	10,133	2,454	*60	12,527
March .....	9,397	1,228	1,629	12,254
April .....	13,143	1,065	952	15,160
May .....	9,618	1,638	1,706	12,962
June .....	8,946	1,148	1,436	11,530
July .....	4,918	230	1,134	6,282
August .....	*777	135	*83	*725
September .....	3,371	1,058	2,487	6,916
October .....	*2,807	984	11,415	9,592
November .....	1,964	482	9,383	11,829
December .....	3,493	821	7,187	11,501
	74,749		37,347	122,141
	*3,584		*143	*725

Totals ..... 71,165      13,047      37,204      121,416

\*Loss.

**A GAIN OF 17 PER CENT IN LOCAL DISPLAY ADVERTISING.**

**A GAIN OF 23 PER CENT IN FOREIGN DISPLAY ADVERTISING.**

**A GAIN OF 14 PER CENT IN CLASSIFIED ADVERTISING.**

**A TOTAL GAIN OF 16 PER CENT OVER 1909.**

**THE REASON?**

Conceding the published claims of its competitors, The Los Angeles Examiner's daily average circulation is in excess of that of its nearest competitor by more than 5000 copies.

The reason for the Los Angeles Examiner's marvelous growth in prestige and influence, as well as circulation, lies in the fact that the Examiner is the intelligent and aggressive exponent of the best sentiment of the great Southwest, and has to its credit a long list of journalistic triumphs in originating and carrying to a suc-

Eastern Representative, **M. D. Hutton**, **SUNDAY CIRCULATION**  
Madison Square Building, New York City



LIKE CIRCULATION"

# GAIN OF THE YEAR EXCEEDS ALL OTHER NEWSPAPERS

Its Circulation Exceeds That of Any Other Paper in the Southwest

## CIRCULATION RECORD

The following tables show the **Los Angeles Examiner's** unparalleled **GAINS** in circulation during 1910 over 1909.

DAILY AVERAGE (GAINS).			SUNDAY AVERAGE (GAINS).		
January,	1910.....	53619	January,	1910.....	96170
"	1909.....	49520	"	1909.....	82180
Gain.....		4099	Gain.....		13900
February,	1910.....	53560	February,	1910.....	97875
"	1909.....	50072	"	1909.....	84888
Gain.....		3488	Gain.....		12987
March,	1910.....	54862	March,	1910.....	100347
"	1909.....	50276	"	1909.....	87552
Gain.....		4586	Gain.....		12795
April,	1910.....	55998	April,	1910.....	101937
"	1909.....	50457	"	1909.....	89012
Gain.....		5541	Gain.....		12925
May,	1910.....	57653	May,	1910.....	100990
"	1909.....	49651	"	1909.....	86200
Gain.....		8002	Gain.....		14790
June,	1910.....	55941	June,	1910.....	100475
"	1909.....	47691	"	1909.....	85862
Gain.....		8250	Gain.....		14613
July,	1910.....	59557	July,	1910.....	102650
"	1909.....	49187	"	1909.....	86450
Gain.....		10370	Gain.....		16200
August,	1910.....	57020	August,	1910.....	101400
"	1909.....	47319	"	1909.....	85090
Gain.....		9701	Gain.....		16310
September,	1910.....	56996	September,	1910.....	100987
"	1909.....	46332	"	1909.....	85012
Gain.....		10664	Gain.....		15975
October,	1910.....	64620	October,	1910.....	115710
"	1909.....	48777	"	1909.....	88400
Gain.....		15843	Gain.....		27310
November,	1910.....	61403	November,	1910.....	111137
"	1909.....	49833	"	1909.....	92412
Gain.....		11570	Gain.....		18725
December,	1910.....	62307	December,	1910.....	117689
"	1909.....	50851	"	1909.....	96237
Gain.....		11456	Gain.....		21452
The Daily Gain of December, 1910, over December, 1909, was 22½ per cent.			The Sunday Gain of December, 1910, over December, 1909, was 22 per cent.		

## JUST THIS—

successful conclusion projects in the interest of Los Angeles and the region in which it circulates.

The Los Angeles Examiner is delivered into the homes of the people of the Southwest by a carefully organized carrier system. More than 95 per cent of these homes are within the trading territory of Los Angeles merchants.

The sale of the paper is almost entirely on a subscription contract basis for definite periods of time.

**MORE THAN 108,000**

Western Representative, **W. H. Wilson,**  
1409 Security Bldg., Chicago

## ESCAPING THE ADVERTISING CRUSH AND CROWD.

MANY HOUSES DESCRIBED AS HAVING TO USE CONSTANTLY INCREASING SPACE IN NEWSPAPERS AND MAGAZINES TO STAY AS BIG—COMPETITION OF BRAINS, NOT SPACE, IN STANDARDIZED STREET CAR ADS—ADDRESS DECEMBER 29TH BEFORE DETROIT ADCRAFT CLUB.

*By J. K. Fraser.*

Promotion Manager of the Street Railways Adv. Co., New York.

Napoleon was criticised for his expansive ambitions. He enlarged the French Empire to wider and wider limits. In time the limits got too wide—the Empire became too unwieldy, and the crash came. We are apt to say to-day, if Napoleon had restrained his ambitions he would have forestalled the collapse. That is a hasty conclusion. France had to get bigger to stay as big. The expansion came by subduing bordering states that threatened the French frontier.

This condition has crept into trade. In most commercial lines to-day a concern must get bigger to stay as big. An individual puts out a new cereal. It becomes popular. It takes business from the Quaker Oats Company. In self-defense the Quaker Oats people put out a competitive counterpart. This adds to their line. They make themselves bigger to stay as big. A man puts out a toilet preparation. It competes with Colgate. For the Colgate people to retain their trade, they must put out a directly competing article. They must add to their line. They must get bigger to stay as big.

Gimbels recently opened a new store in New York. Did they start small with the idea of growing? No. They started on a huge scale. They figured to lose close to a million dollars the first year. If Gimbels had started small in their present location, Gimbels' store would have been overlooked on the way to Macy's, or Saks'.

To-day in most advertising mediums, a small toilet advertise-

ment will be overlooked on the way to Colgate's. A small clothing advertisement will be overlooked on the way to Hart, Schaffner & Marx. A small soap advertisement will be overlooked on the way to Ivory. A small pickle advertisement will be overlooked on the way to Heinz.

And the advertising of Colgate, Hart, Schaffner & Marx, Ivory, Heinz, and the rest, keeps getting bigger to stay as big.

Space that was big space ten years ago is average small space to-day.

It has become necessary for the advertiser to think seriously of mediums that don't spur on space expansion. So far as I know there is only one such medium. That medium is street car space.

In car space no advertiser is allowed to reach out beyond the limits of his 11x21 inches. The space war of extermination is impossible so long as the controllers of car space adhere to the fixed standard—11x21 inches.

Almost every big concern we talk to asks the price of a double card. There is no price. We don't sell double space. The controllers of car space don't believe in advertising competition between bank accounts in the purchase of space, but between brains in the use of space.

The street car limitation of space sounds chiefly in the interests of the small advertiser. Does it operate against the big advertiser? The big advertisers don't seem to think so. The leading soap is using the cars on a large scale. So is the leading collar. So is the leading biscuit. So is the leading bonbon. So is the leading clothing. So is the leading soda drink. So is the leading toilet powder, etc.

Every month the street cars of the United States collect ten times as many fares as there are people in the United States. And still car advertising is only a little item in the advertising field. Fully ten times as much is spent on national advertising in the magazines as is spent on national advertising in the street cars.

I think I am safe in saying that

thirty times as much is spent in the daily paper advertising of the country as is spent in the street car advertising of the country.

This might lead us to regard car advertising as obscure. I have in my hand a booklet published in Detroit. I ran across it a month or so ago in an advertiser's office. It is put out by the Edison Company. It advertises Edison appliances. In this booklet are parodied fifteen well-known advertisements. Fourteen out of the fifteen have appeared in street car space. A large share of them appeared in street-car space alone. Only one of them has appeared alone in any other medium but the street cars.

And still it is common to hear from a prospective advertiser: "I ride on the cars, and I don't see many people giving much attention to the car signs."

He is right. Car space advertises its own waste circulation. You can *see* the people who don't read and you can prove it.

But don't forget that 15,000 people ride on that car every month. If you will ride a month you will find out how many *do* read for that forty or fifty cents. Car circulation figures are tremendous. Car advertising can offer a large waste and still have an immense reading public.

One hundred street cars have the monthly circulation of a big national magazine, and there are one thousand cars in Detroit alone.

#### COLOR.

The attracting quality of color is well recognized. It is not necessary for me to ask you what you give the most attention to—a gray sky, or a sunset?

We all know that colors add nothing to the taste of candy. Still children's candies are generally highly colored. The manufacturer knows the attractive quality of color. Colored supplements have revolutionized the Sunday newspaper business. Color has added attraction and made sales. The magazine without a colored cover stands a poor show on the news-stands.

## Influence

Advertising in  
The Woman's  
Home  
Companion  
buys something  
more than  
space.  
It buys the  
influence of  
The Woman's  
Home  
Companion.

Last fall in Boston I saw several placards about town—"The Autumn Foliage Is Now in Bloom." I couldn't catch the drift. I questioned a Boston friend about it. It seems these placards were put up by the Traction companies. Apparently Boston people are willing to pay 10 cents for a round trip to see color.

But, beyond this, there is a deeper, stronger plea for color in advertising.

A manufacturer puts a preserve, or a pickle, or a condiment in a bottle. The bottle represents good advertising space. It may be surrounded by a label with a very alluring story about the contents. Does the manufacturer seize this opportunity? Does he surround the bottle with a label full of descriptive type?

No. He covers only part of the bottle. He leaves the rest transparent. The contents themselves, in color, he knows, make a more alluring story than can be printed in mere words. If the contents in their real color will sell goods off the shelves, isn't it plain that we miss a distinct opportunity when in advertising we fail to show these same goods in their real, natural color.

The look of the goods sells them.

No medium offers a better chance than car advertising to show goods naturally in their real color.

For years the public have been talked to on substitution. They have been warned and rewarned against fraudulent packages and fraudulent sales. They have been taught to be extremely suspicious.

An instance of the result of this campaign came to my attention within the past fortnight. There is a well-known family remedy produced in New York state. Recently the proprietors changed lithographers. Their package was yellow with black type. The new lithographers, through error, made a slight change in the shade of yellow. The change did not appear serious. The package and labels were accepted. The goods went on the market.

Shortly-complaints came in from

the retail trade. They said they wanted the old-style remedy. The proprietors wrote back that the remedy was the same as it had always been.

In reply they heard: "The remedy may be the same, but the package is different, and we can't persuade the old ladies that we are selling them the same thing as they have always bought." Eventually this edition had to be taken off the market and replaced by packages in the correct shade of yellow.

In the light of this, think of the danger run by the manufacturer with a highly colored label, who in his advertising shows this label in black and white.

#### ADVERTISING FROM THE SALESMAN'S VIEWPOINT.

SIOUX FALLS, S. D., Jan. 4, 1911.

Editor of PRINTERS' INK:

I believe that Mr. Logan hit the nail on the head when, as reported in PRINTERS' INK he called the jobbers and manufacturers of Sioux Falls to account for their lack of enterprise in the matter of general publicity. What obtains here is equally true in the majority of the trading centers. This writer was, for a number of years, a traveling salesman, representing, during the last ten years while on the road, a clothing manufacturer, and I know that whenever our people took it into their heads to put a little money into newspaper or trade paper advertising I was inclined to feel joyful.

I never could understand why jobbers and manufacturers fail to appreciate the influence of the printed word.

E. J. MANNIX.

#### FARMERS' CONVENTION ENDORSES ADVERTISING.

The Iowa state agricultural convention resolved strongly and intelligently for systematic and effective publicity for Iowa, and indorsed the efforts which have been made to induce the legislature to provide funds for carrying on the work. The convention declared:

"It is the sense of this convention that the legislature should make suitable provision for the establishment and maintenance of a publicity bureau to properly present the agricultural and industrial opportunities and resources of our state. We believe the state should be represented at all conservation congresses, expositions and national meetings at which our sister states are presenting to the people of the nation their claims for consideration. Our own residents have little appreciation of the wonderful fertility of soil, opportunities for investment and splendid rewards awaiting intelligent application, energy and industry."

# 12,328,918 Lines of Advertising in 1910!

This is the wonderful record of the Seattle Times—the second largest amount of advertising carried by any newspaper in the United States!

This is an increase of 204,666 lines over the Times' own 1909 record! It beats the Post-Intelligencer by 2,900,520 lines!

## SEATTLE TIMES

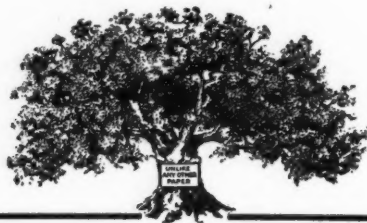
Seattle and the Pacific Northwest are right now the Land of Opportunity for the national advertiser—the fastest growing market in the world.

The Times opens this rich market to advertisers—as The Times' remarkable advertising record proves.

**Average Circulation for 1910**  
**DAILY 64,741      SUNDAY 84,203**

This is the largest circulation of any Pacific Coast paper north of San Francisco.

**TIMES PRINTING CO.      Seattle, Wash.**  
**THE S. C. BECKWITH SPECIAL AGENCY, Sole Foreign Representatives**  
**NEW YORK      KANSAS CITY      CHICAGO**



## The Paper of Lowest Cost.

It is increasingly difficult to induce advertisers to disclose the cost of replies to their advertising in different mediums. Many regard this as information which has cost them considerable money to acquire, and do not care that competitors should know what they are doing. It is, therefore, a pleasure to find a fruit grower of Michigan who is willing to give the result of his experience for the last two years:

### 1908-1909

	Cost per Inquiry
Farm Journal, Philadelphia.....	\$ .24½
Fruit Belt, Grand Rapids, Mich.....	.28½
Nat. Stockman and Farmer, Pittsburg.....	.30½
Fruit Grower, St. Joseph, Mo.....	.35
Rural New Yorker, New York, N. Y.....	.36
Gleaner, Detroit, Mich.....	.38
Ohio Farmer, Michigan Farmer.....	.39½
Green's Fruit Grower, Rochester, N. Y.....	.54
Wisconsin Agriculturist, Racine, Wis.....	.58½
Fruitman and Gardener, Mt. Vernon, Ia.....	.60
Farmer, St. Paul, Minn.....	.70
Nat. Fruit Grower, St. Joseph, Mich.....	1.11½

### 1909-1910

	Cost per Inquiry
Farm Journal.....	\$ .24
Fruit Belt, Grand Rapids, Mich.....	.26
Fruitman and Gardener, Mt. Vernon, Ia.....	.26
Green's Fruit Grower, Rochester, N. Y.....	.29
National Fruit Grower, St. Joseph, Mich.....	.29
Western Fruit Grower.....	.33
Rural New Yorker, New York, N. Y.....	.36
Farm and Home.....	.41
Orange Judd Farmer.....	.66
Wisconsin Agriculturist, Racine, Wis.....	1.33
Farm and Fireside.....	1.42

It is interesting to see that the paper with the highest advertising rate costs advertisers the least for responses. That is the reason why the FARM JOURNAL employs no advertising solicitor.

Forms for March close February 5th, unless all space is taken earlier—as it usually is. Over 800,000 copies, \$4.00 a line.

**WILMER ATKINSON COMPANY**  
PUBLISHERS  
**PHILADELPHIA**

## NATIONAL AD MANAGERS TO ADVERTISE ADVERTISING.

HEADQUARTERS FOR NATIONAL ORGANIZATION OPENED, AND SECRETARY INSTALLED—CO-OPERATION WITH AD CLUBS, SCHOOLS AND UNIVERSITIES—TO EDUCATE THE PUBLIC ABOUT ADVERTISING.

By G. H. E. Hawkins.

Vice-President, Association of National Advertising Managers, and Advertising Manager N. K. Fairbank Co.

At a meeting in New York, in December, the Association of National Advertising Managers completed their organization for the inauguration of their world-wide movement for the better understanding and appreciation of advertising as an institution. Headquarters of the Association have been opened at 755 Fifth Avenue Building, New York, in charge of a permanent secretary, W. A. Martin, Jr. This organization, contemplated for several years, came into actual being in Buffalo, January, 1910. The nucleus was further shaped into a complete organization at a second meeting, held in Detroit last June.

Secretary Martin has for the most of the time since his graduation from Dartmouth College, in 1907, been connected with the Central Publishing Company, of Springfield, Ohio, recently as their New York representative. He is a son of W. A. Martin, Sr., who for twenty-seven years was general superintendent and a director of the Crowell Publishing Company, publishers of *Woman's Home Companion* and *Farm and Fireside*.

The general purpose of this Association of National Advertising Managers is as far-reaching and inclusive as the field itself. It will cover the country from state to state, and will seek to educate the advertiser, publisher and public. Briefly summarized, this association will direct its effort in these three channels:

First. A campaign for the advertising of advertising, to prove to the American buying public that

the advertised trade-marked goods are 99 per cent good, and better than the unadvertised, untrade-marked goods. This campaign will be strongly affirmative, and can only be carried on through the hearty co-operation of publishers everywhere.

Second. A campaign through the trade papers, through direct work, etc., to convince the dealer that it is to his best interests to handle trade-marked, nationally advertised products. This campaign will be made pertinent by a bulletin to members of the Association in which the most equitable ways for handling "dealer work" will be outlined.

Third. Work with the publisher that he may realize completely that it is unfair competition to ask legitimate advertising in his columns to compete with fake or immoral advertising for public confidence.

In this great work to bring about a better understanding of advertising, a more complete appreciation of advertised productions and a more intelligent, co-operation between all interests concerned, the Association of National Advertising Managers will make no infringement upon the work of the numerous advertising organizations already doing a great work. Instead, it will seek the active co-operation of such organizations as the American Newspaper Publishers' Association, the Quoin Club, the American Bill Posters' Association, the Street Car Advertising Companies, advertising agencies, publicity organizations, as well as publishers.

Furthermore, an educational committee has been appointed for the specific purpose of co-operating with the advertising work under consideration in many of the large universities and colleges of this country. This committee is under the chairmanship of W. H. Ingersoll, advertising manager of Robt. H. Ingersoll & Bro. He has for the past two years been president of the New York Advertising League, and is a notable figure in advertising research and educational work.



Even at this early date a number of prominent national advertisers have inquired about this educational phase of the work, with the idea of establishing fellowships in advertising in the schools of commerce or finance in colleges and universities in which they are particularly interested.

Now the Association of National Advertising Managers does not expect to accomplish phenomenal results in a few months. It does not expect to spring full-armed into the national advertising arena and revolutionize conditions or results. It does not hope to make black white or to accomplish the impossible.

However, this association does realize that the men who spend huge sums of money in advertising should be familiar with the general problems of each, that these men can benefit their organization and advertising in general by a unified, intelligent system of co-operation, that the national advertising managers have certain definite things to overcome and certain valuable benefits to gain by such advertising.

Moreover, it is obvious that there is great benefit that comes from men of similar aims, pursuits, hobbies and enthusiasms meeting together, several times each year, either in large conventions or in committee work, gaining from each other a livelier appreciation of the value of their work and a greater responsibility to the ethical side of their profession, and gaining in backbone in the treatment of the vital problems of the work.

The whole keynote of this association is voiced in the phrase, "A square deal to every one"—whether he be publisher, agency man or advertiser.

The association members believe that a few ethical ideas will benefit rather than hurt advertising.

It realizes that there always will be somebody who can buy advertising in some publication at a cheaper rate than anybody else can—

That there will always be some publications that will get credit

for more circulation than they really have—

That there will always be some agencies serving two masters—

That there will always be some advertisers successful in obtaining entrance to good markets, from which they should be barred.

But this Association believes just as strongly, that it is a part of the advertiser's duty to protect himself against such abuses and to help all advertising gain the confidence of the great buying public.

One duly accredited representative of the advertising interest of a corporation, firm or individual doing general, *national* advertising, is eligible to membership of this association, except as specified as follows: Publishers of publications in which advertising space is sold, proprietors of billboard, street car or other advertising space, manufacturers of advertising printed matter, novelties or other advertising merchandise, advertising agents, general or special, and sellers of any other sort of advertising service or their employees, agents or representatives, are *ineligible* to membership.

It is realized that some very clever advertising men are excluded, some men with the highest ideals. However, the aim of the association is to draw together those men whose problems are similar, and it is accepted that those brainy, brilliant, businesslike advertising men who are heading the department stores of this country, are not of this class. Their problems are local—not national. They have not the interest in New York conditions, Chicago conditions, Portland, Oregon, or Portland, Maine, conditions that the national advertiser must feel.

The association extends a hearty invitation to every advertising manager in the United States, to correspond with it on the subject of its work. Even if a man is not eligible for membership, he may have an interest in the organization, because the work he will be called to to-morrow or the day after may make him eligible.



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# The Circulation of The Chicago Daily News

Averaged in 1910

**325,028**

COPIES PER DAY

It was divided

City and Suburban - 301,859

Country - - - - 23,169

On the basis of price per line per  
thousand circulation the advertising rates of

## The Chicago Daily News

are among the lowest in the country.

On the basis of *city* circulation alone  
they are incomparably the lowest in Chicago  
or any other city in the country.

## WOULD PARCELS POST HURT THE RURAL DEALER?

PROTEST AGAINST THE ADOPTION OF THE PARCELS POST IDEA—WITH NO NEED OF GOING TO TOWN, THE FARMER WOULD BUY ONLY NECESSITIES—A PICTURE OF THE SOCIAL UPSET FOLLOWING PARCELS POST.

*By C. L. Grigg,*

Advertising Manager, Norvell-Shapleigh Company, St. Louis.

Now that the proposed Rural Parcels Post is to begin where the express companies quit, the much-quoted statement of Ex-Postmaster-General Wanamaker must be eliminated.

Another much-quoted argument for Parcels Post is that the highly civilized countries of Europe have a Parcels Post, and that we should have it.

Not a logical reason, to say the least. On this reasoning we should sell penny post-cards at one and one-half cents and charge magazines eight cents per pound, as in England.

The "greatest good to the greatest number" is the shibboleth of Americans and the basis of true economics. Decentralization ("back to the farm") is recommended by all best thinkers and holds out the hope of the "greatest good to the greatest number."

If this premise is correct, then it follows that any movement that promises to centralize either business or people is opposed to the "greatest good to the greatest number."

I contend that: (1) A Rural Parcels Post cannot benefit the rural retailer. (2) It cannot benefit the farmer permanently. (3) It cannot benefit business or commerce generally.

The Rural Parcels Post cannot benefit the rural retailer because his business is never so dull as when the farmer stays at home by reason of choice or compulsion, as in the case of bad weather, bad roads or busy seasons.

The purchases made at such times are the bare necessities, such as sugar, coffee, soda, thread

or other staples that bear but little or no profit because of competition. It is such necessities that he would order by phone and have delivered by Rural Parcels Post.

Should he order a dollar's worth of sugar—sixteen pounds, we will say, it would be unavailable because over the eleven-pound limit. To break into eight-pound packages he would be charged nineteen cents on each package, or thirty-eight cents for delivery.

Suppose he wants five pounds of nails; he pays, say, twenty cents for the nails and thirteen cents for delivery. Or, say it was a dozen bananas at twenty cents, the postage would be about nine cents.

Bear in mind that this is the class of merchandise wanted and wanted quickly. The retailer knows this because of actual experience in busy season, bad weather or bad roads. He knows, too, that when the farmer comes to town to buy necessities he buys other merchandise. The farmer, like every other human, is influenced by salesmanship and makes the greater part of his purchases other than staples, at the suggestion and under the justifying argument made by the retailer and his clerks.

Keep the farmer on the farm and he buys the necessities only. The more frequently a farmer goes to town the better he dresses; the better spender he becomes.

If the Parcels Post is to benefit, it must be because it saves the farmer money on his luxuries as the necessities cannot be provided at lower prices than now made by the local or city retailer, as the proposed postage rate is higher than any other carrying charges.

No considerable "saving" on necessities at prevailing prices could be expected. Then the saving must come on what may be called the luxuries—luxury to the farmer, but necessity to the city; such articles as pertain to better dressing, decoration and ornamentation.

These so-called luxuries are more profitable and if they could be sold largely, shipped in bulk

## The 1910 census gives Nebraska a population of 1,192,214, a gain of 11.8%

During the same period THE OMAHA DAILY  
NEWS has made a gain in PAID circulation of

# 210%

1900 Average	19,829
1901	22,211
1902	32,837
1903	40,717
1904	41,428
1905	45,416
1906	51,324
1907	54,512
1908	57,174
1909	55,725
1910	61,598

This is more PAID circulation than the combined  
"press run" of all the other Nebraska evening papers.

No other paper in the United States covers its  
territory as completely as THE OMAHA DAILY  
NEWS covers Omaha and Nebraska.

No liquor or objectionable medical ads will be  
accepted.

---

C. D. BERTOLET,  
1105 Boyce Building, Chicago

JAS. F. ANTISEL,  
366 5th Ave., New York.

OSCAR DAVIES,  
Gumbel Bldg., Kansas City.

## Watch The City

Character and Prosperity  
of a community are of  
importance when making  
up your list.

# TRENTON

A BUSY  
GROWING  
INDUSTRIAL CENTER

## Million a Month

*Is Our Factory Pay Roll*

**Transportation Center**

15 Trolley Divisions  
12 Branch R. R. Divisions

# TRENTON

The **CENTER** of the **EAST** for  
CABLE and IRON  
POTTERY and TILE  
RUBBER and LINOLEUM  
and other industries.

**A CITY That Makes Good**

For information address

**TRENTON TIMES**

or

**C. F. KELLY & CO.**

Metropolitan Bldg., New York  
Peoples Gas Bldg., Chicago

by freight to the point of distribution and then mailed to the farmer, a saving could be effected. But what the city dealer or mail-order house has sold has been at the expense of the local retailer. First in the sales missed and then in the profit anticipated.

Anticipating the sale of this profitable merchandise, the retailer handles the necessities on the closest margin of profit. With no such anticipation, he would have to mark all necessities to cover the cost of doing business.

Then the farmer, to save on five dollars' worth of profitable merchandise, completes a readjustment of prices on ten dollars' worth of staples and has not made the fancied gain.

For the sake of argument, we will say that the city dealer could supply the farmer with both luxuries and necessities at a saving to the farmer. This eliminates the retailer and his sales force; the jobber and his sales force.

The town, regardless of size, is adversely affected if not actually killed as a business town. The social center is endangered. The lack of stimulating salesmanship is soon noticeable and the merchant and his clerk must turn producer and go to farming, or go to the city.

Yes, but the saving of the middleman's profit is to be considered. Who saves it? Not the farmer, because he is buying both necessities and luxuries of the city retailer. Prices on necessities have advanced because of the lack of local competition.

Concede that there has been no advance in necessities, he is paying ten per cent to forty per cent more in the way of postage. The profits accruing from this business go to central points; not to the retailer and his clerks, who spend this money in his town, but to a few central stores in distant cities.

With the local store eliminated the farmer stays at home more and more. He wants less and less. Where, under the stimulating influences of example, association and salesmanship he was learning to spend and enjoy the things of life and was growing

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into a good consumer, he wants less and buys less.

The poorest consumer on earth is the stay-at-home farmer. Look about you for the evidence. The lack of stimulating salesmanship soon brings stagnation. Overproduction follows. The merchant turns farmer. The clerks go to the city.

Civilization itself is due to business. The missionary tells you that but for the trader who creates a desire for things of civilization they could make no headway. Just as the trader makes the savage a consumer and soon has him at work producing, so that he may obtain means to gratify his desire for beads and beer, so does the small retailer and his sales force create desire on the part of the farmer.

So the city retailer and his wonderful methods make the city man the greatest per capita consumer the world ever knew. So do the jobber and his missionaries keep the retail trade freely supplied with the proper merchandise. So does the manufacturer with his sales force and wonderful advertising campaigns keep jobber, retailer and consumer keyed up to maximum desire.

A Rural Parcels Post would effectually unbalance our present very successful method of distribution. It would concentrate, not only the business in the city, but would drive countless thousands of now able salesmen, who contribute to the prosperity of the community and to the business world, to the already congested city. It would lessen property values in every small town and village, and in the same proportion lessen farm values.

Then, who benefits?

#### AGENCY CONSOLIDATION.

The McDonald Advertising service and the Des Moines branch of the Mitchell Advertising Agency have been consolidated. The offices of the consolidated agency will be at 322-323 Flynn Building, Des Moines. O. R. McDonald, former president of the Des Moines Admen's Club, was head of the McDonald Advertising service, and W. M. Eldred, secretary of the club, is the Des Moines manager of the Mitchell Advertising agency.

and Watch

## The Paper

Strength and Independence of a medium are of importance to the advertiser seeking results.

# T

THE ONLY  
EVENING DAILY  
IN TRENTON, N. J.

## 20,000 a Day

2 Cent, One Edition Circulation

Home Paper of

75 Suburban Towns  
Within 35 Miles Radius

## TIMES

The **KEY** to **TRENTON** for  
ADVERTISING RESULTS  
NO FRAUDULENT or  
OBJECTIONABLE COPY  
will be received.

A PAPER That Makes Good

For rates and sample address

### TRENTON TIMES

or

### C. F. KELLY & CO.

Metropolitan Bldg., New York  
Peoples Gas Bldg., Chicago

# THE DAILY NEWSPAPER

## Foreign Advertising Situation

### IN SAINT LOUIS

The following carefully compiled figures give the amount of gain or loss in foreign advertising sustained by each of the five St. Louis Daily Newspapers for the year 1910, as compared with 1909:

ST. LOUIS TIMES	{ 1909 1340 Cols. 1910 1583 Cols.	GAIN 243 Cols.
POST-DISPATCH	{ 1909 2669 Cols. 1910 2499 Cols.	LOSS 170 Cols.
STAR-CHRONICLE	{ 1909 539 Cols. 1910 446 Cols.	LOSS 93 Cols.
GLOBE-DEMOCRAT	{ 1909 2328 Cols. 1910 1939 Cols.	LOSS 389 Cols.
REPUBLIC	{ 1909 1471 Cols. 1910 1519 Cols.	GAIN 48 Cols.

The St. Louis Times has no Sunday Edition

## The St. Louis Times

Is the fastest growing newspaper in America.

**Foreign Representative,  
PAUL BLOCK**

**250 Fifth Avenue,  
New York**

**1418 Steger Bldg.,  
Chicago, Ill.**

## HOW THE "VICTOR" STIMULATES DEALER WINDOW DISPLAYS.

A SPECIAL DEPARTMENT WHICH TURNS OUT NEW DISPLAY EVERY MONTH—WHAT CONDITIONS THE DISPLAYS MUST FIT—A SPECIALLY SUCCESSFUL JULY EXHIBIT.

*By Ellis Hansen.*

Head of Victor Talking Machine Company Window Display Department.

About four years ago, PRINTERS' INK, in a well-written article under the heading of "Window Wisdom," said: "Neglecting one's show window is the greatest of the seven deadly advertising sins."

A well-dressed show window may be compared with a friendly greeting to a prospective customer. Everybody looks into the windows, either consciously or unconsciously, and retail dealers should be educated by manufacturers to realize how many friends a store gains through well-dressed and interesting window displays. A dealer pays one-half of his store rent for location and window space, and it was to aid Victor dealers in deriving all the possible benefits from their windows that the Victor Company inaugurated its window display department.

While the Victor Company is probably not alone in realizing the tremendous influence that good windows exert in stimulating trade, they, nevertheless, have had the courage of their convictions, and are maintaining a large and costly department for designing and building exclusive Victor trims, and exclusively demonstrating how this important method of retail advertising can be converted into a national advertising proposition of great magnitude.

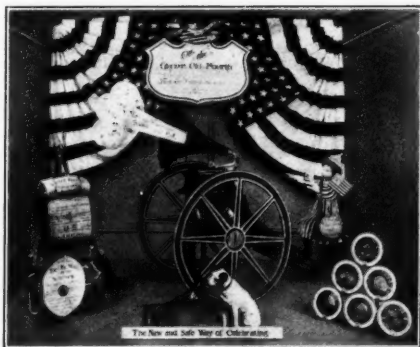
About ten years ago, when I entered the music business as a

window designer, I was instantly drawn toward the talking machine. The Victor appealed to me like a modern Aladdin's lamp, and offered to the designer a field as wide as the entire world of music, and the opportunity of arranging timely windows for any and all seasons.

Fortunately, my firm, Sherman, Clay & Co., of San Francisco, did not restrain me in regard to designing and planning these displays, and in a short time the window devoted to the Victor became the most popular of all our windows, and requests for photos came from everywhere.

Even before I was called to Camden to take up the work for the Victor dealers in general, the Victor Company had for years advised their dealers to take proper care of their show windows, and to give window displays more attention, even offering prizes for the best Victor windows. They followed closely the window advertising of Lyon & Healy, and of Sherman, Clay & Co., the window displays of these two stores proving to them that all Victor dealers should be educated into this method of advertising.

It was the original intention to



A NOVEL AND APPROPRIATE DISPLAY FOR THE FOURTH.

have me travel around the country, build displays for each dealer upon whom I called, talk the value of window trimming, and to arouse sufficient enthusiasm in

each dealer to make him realize the real value and importance of his window. With the assistance of an artist and a boy and in a very small room in one of the factory buildings, I designed six windows, photos of which I expected to leave with each dealer for their future guidance, after I had arranged one display for him.

Then, after the six windows were completed, we advanced to the idea of cataloguing these displays and offering to sell the material to our dealers at cost price. It took us several months to get the department ready, but during that time the idea of ready-made window displays was thoroughly exploited in the Victor house organ, *The Voice of the Victor*, and when we issued our catalogue, success was instantaneous. The orders have rapidly increased each month, and at the present time we have a large force of assistants and helpers, and occupy the entire floor of one of the large Victor buildings.

These displays are sold at actual cost. Our dealers were quickly convinced that the very low price we asked was not an expense, but a first-class investment, and we now have the confidence of many hundred dealers throughout the country, to the ex-



MAKING THE HORN INTO A CANNON MOUTH.

tent that they have signed our standing orders for all Victor displays issued during the next twelve months. We sell most of the windows for five dollars, but if they were made singly they could not be prepared for many times that amount, for we have in our employ some of the best artists and show-card writers to be found, and insist that these designers take all the time that their work requires.

To design and manufacture

window displays in quantities, is by no means an easy task. In the first place, these displays must be striking. While most persons are fascinated by a pretty window, beauty alone is not enough to make a successful display. Each window must not only tell an interesting story, one that will be understood without too much mental effort, but it must, like all other advertising, create a new desire to possess the article displayed. The buying public is too busy to linger in front of a show window, but if your point is well illustrated, so that it can be understood at a glance, it will unconsciously create sufficient interest in most people to cause them to stop, and that is the first and main object of a show window.

On the other hand, these displays must be inexpensive. It would be unfair to the smaller dealers to design and manufacture expensive displays that only the larger stores could afford to buy.

Another hard problem is to prepare displays for shipment. When it is taken into consideration that we are not only shipping window displays to nearly every point in the United States, but to Europe, South America, Canada, Hawaiian Islands, and even to China and Japan, it will readily be seen that if the material is too bulky or too heavy the cost of transportation will be entirely out of proportion to the entire cost of the display. We issue these new displays *every month*, and great care is taken to make them as compact and as easy to

assemble as possible.

A large show window, containing electric lights and everything else that goes to make up a modern show window, is erected in our shop; we, therefore, see each new display just as it will appear in Victor dealers' windows.


The success of the window display plan, however, depends largely on the co-operation of the dealers, many of whom have written us, offering valuable suggestions.

Nearly all dealers who orig-



# Boston Evening Transcript

"The Big Daily in New England"



AS  
SOME OTHERS  
SEE US

## —NEWSPAPER PROSPERITY—

"The Boston Transcript did not increase its circulation to any considerable extent when it reduced some years ago from four cents to three cents, but neither the one-cent nor the two-cent papers appear to have made any inroads upon it in any year.

"In the past year the Transcript gained 124,528 lines of advertising over its previous high record in 1909.

"It will surprise most people to learn that the Transcript prints over 800,000 lines more advertising than any other Boston paper for the days it is published, that is, excepting Sundays.

"It is pleasant to note that the Sunday quantity has not yet overshadowed in journalistic progress the daily quality."

Boston News Bureau.

Jan. 9, 1911.

The Boston Transcript has the confidence and esteem of its readers and advertisers to the greatest possible degree.

It prints the largest amount of matter intended to inform and instruct; the largest amount of school and college news; the largest amount of Educational advertising; the largest amount of Financial, Resort, Travel and Book advertising, and the larger daily total.

## BOSTON TRANSCRIPT COMPANY

324 Washington Street - Boston, Mass.

Foreign Representative: Mr. Chas. H. Eddy  
New York, 5024 Metropolitan Bldg., 1 Madison Ave.  
Chicago (Robert J. Virtue, Mgr.), 150 Michigan Ave.

inally bought our displays have bought again and again, and have shown a great deal of interest and patience in setting up our displays in windows of odd shapes. Our displays have been so simplified that it requires very little effort to put them together, but at first we underestimated the difficulties with which many of our dealers had to contend.

I have often been asked how the ideas for the many displays we issue originate, and while it is impossible to put down any set rules for window ideas, it is not a hard matter to make attractive and interesting displays; for instance:

In our Fourth of July window, shown herewith, I took advantage of the leading magazine and newspaper crusade urging the celebration of the Fourth in a sane and safe way, and we presented this window to our dealers with an illustrated circular describing the Fourth of July window in this manner:

The background consists of two large American flags, draped fan shape. In the center is what appears to be a full-sized cannon; the wheels and trail pieces are not different from the real cannon; but the body consisted of a Victor with the horn for the cannon proper. In front of the display is this sign:

THE NEW AND SAFE WAY  
OF CELEBRATING THE 4TH

Between the two flags is a large shield with the following copy:  
ON THE GLORIOUS OLD  
FOURTH

Bombard your friends and neighbors with patriotic music from the cannon horn of your VICTOR.

*They'll enjoy it immensely—  
and so will you.*

We'll be glad to furnish the ammunition by supplying all VICTOR records you may wish.

*Come in and let us fire off a few records for you NOW.*

And directly below, coming from the cannon horn of the Victor, which has just discharged a Victor record, is a cut-out card, illustrating not the smoke of battle, but the musical burst of a national song.

Back of the cannon is a little girl, her foot on the trail piece,

and she has supposedly just fired off the record in her patriotic enthusiasm. She has a canteen hanging from her shoulder on which appears:

I bought  
VICTOR RECORDS  
Instead of Fireworks.

showing that she has been taught how to celebrate in a sane and safe manner. Directly in front of the girl are six Victor records built in cannon-ball fashion, each being a record with the name of a good, patriotic air on it. The knapsack suspended from the stacked guns bears the words, "Victor Record Ammunition," with lists of patriotic records.

The drum resting beneath the knapsack bears strong copy on its head, showing that "You Can Face the Music in Perfect Safety," etc., and the entire window making an effective display, as shown in the reproduction.

This window could not help but impress the fact that there is another way of celebrating the Fourth of July other than by fireworks and danger, and this is, the Victor way and safety.

Some Victor dealers carried the idea still further. One dealer issued a package, which in appearance was exactly like a fire-cracker, and when directions were followed and the package opened, it revealed a copy of the July Victor advertising of new records. This, in connection with similar newspaper advertisements made the dealer's store "the talk of the town," and brought in considerable business.

I have also designed several window displays along the lines of the Victor National advertising, and I am, at the present time, working on a display that was suggested by one of the recent magazine ads, and this display promises to eclipse all my former efforts.

Only a few months after we sent out our catalogue of the first six ready-made windows, the plan was introduced in Europe by the Gramophone Company, Ltd., and on my recent trip abroad, I had the satisfaction of seeing some of these displays not

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only in England, Germany and France, but in smaller countries like Norway and Denmark. In the United States, several firms have taken up the idea, and one company is closely following out the plan inaugurated two years ago by the Victor Company.

Y's, PRINTERS' INK is right. "Neglecting one's show window is the greatest of the seven deadly advertising sins," and, of course, to my mind, it is *the greatest*!

#### THE ADVERTISERS' CLUB AND THE CITY.

William George Bruce spoke upon "The Advertisers' Club and the City" December 28th before the Milwaukee Advertisers' Club. He said in part:

"The advent of an advertisers' organization may well be designated as an important step in the material progress of the city, not only because the men who devote themselves to an important subject are thereby brought into more harmonious relations with each other but because the spirit of the organization tends to progressive activities under the banner it has chosen.

"Nor is the use of advertising exclusively employed for the promotion of individual or corporation interests. It has been recognized that the primary asset of a community consists of a desirable population. To attract such, together with the brains and capital that make for material success, it has been found valuable to let the world know of the natural and accrued advantages which the community possesses."

"The city that invites population must possess economic advantages and the possibilities for substantial growth. The civic conditions must favor industrial peace, educational advantages and social stability. Thus the same fundamentals necessary to the exploitation of individual enterprise must guide in any publicity campaign designed to promote a whole community. Both must possess a meritorious article, either in physical form or in advantageous conditions."

F. Irving Fletcher, recently advertising manager for the Thompson-Starrett Construction Company, of 51 Wall street, has severed his connection with that firm and on January 9th took charge of the advertising department of Saks & Co., the New York City department store.

N. C. Kingsbury, of the house of N. W. Harris & Co., of Chicago, comes to New York, to become vice-president of the American Telegraph and Telephone Company. It is understood that Mr. Kingsbury will have charge of the company's publicity department.

DURING DECEMBER, the

## Syracuse Post Standard

carried a total of 31,100 inches of paid advertising. This was 2,980 inches more space than that carried by any other Syracuse newspaper.

Of course for the full year of 1910, the POST STANDARD carried considerable more advertising than any other Syracuse newspaper.

The average *net* daily circulation of the POST STANDARD for the year 1910 was 41,942. This is about 50% more than the circulation of any other Syracuse Newspaper.

ENOUGH SAID!!!

PAUL BLOCK, INC.  
CHICAGO NEW YORK BOSTON

# Our Own "Annual Review" Book

Each year we publish a book that reviews our work for the preceding twelve months—chiefly by reproductions of some of the material furnished our customers during that period. The latest of these bears the title "A Year's Productive Publicity," by which its contents are rather accurately indicated. It gives examples of magazine and newspaper advertisements prepared and placed by us, booklets and catalogues which we made and "follow-up" literature which we supplied. The book is itself a striking testimony to the efficiency of our mechanical facilities.

## Let Our Good Friends Tell You Further

OTTO KATZENSTEIN & Co., Atlanta, Ga.: "Please accept our very best thanks for sending us copy of 'A Year's Productive Publicity.' We wish to congratulate you on the wonderful perfection of your work."

A. F. SHAW, Chicago, Ill., editor and publisher of System: "This is to acknowledge receipt of your book entitled, 'A Year's Productive Publicity,' and to compliment you upon the excellence of the color work."

E. R. CROWE, New York, eastern advertising manager of System: "'A Year's Productive Publicity.' It is the most remarkable piece of printing and advertising work that it has ever been my pleasure to look over, and ought to do a great deal of business for you."

ELM CITY NURSERY Co., New Haven, Conn.: "We beg to acknowledge receipt of 'A Year's Productive Publicity.' Such press work and such wonderful plates are really marvelous. The color plates produce real color tones, not merely a daub of yellow, blue and red. You are to be congratulated."

LEROY FAIRMAN, New York, editor of Advertising and Selling: "I want to congratulate you on your 'A Year's Productive Publicity,' which came to my notice about an hour ago. It is certainly fine; the color work is magnificent. Will say much for it in September Advertising and Selling."

A. C. G. HAMMESFAHR, Chicago, Ill., western advertising manager of Collier's Weekly: "I am in receipt of your book, 'A Year's Productive Publicity,' and want to congratulate you and compliment you upon the attractiveness and forcefulness of this piece of printed matter. You surely are doing splendid work."

WM. J. ROSE, Harrisburg, Pa., D. F. A. Pennsylvania Railroad Co.: "I am in receipt of copy of 'A Year's Productive Publicity' together with your house organ 'Orders,' all of which is extremely artistic and upon which I congratulate you. I am greatly pleased to have my name added to your mailing list for future issues."

CAL. J. MCCARTHY, St. Louis, advertising manager The Lewis Publishing Co.: "Everything I receive from your agency is splendidly gotten up, but the work of art received today, 'A Year's Productive Publicity,' is not only a magnificent specimen of typography and color work, but it contains some examples of carefully conceived copy work that emphasizes the fact that productive publicity properly describes the work. You certainly know how to do things in Harrisburg and the great success you have achieved is well merited. I hope you will continue to send me such splendid examples of your work."

## You Are Very Welcome to a Copy of This New Book

The "square deal" coupon on the opposite page renders it easy for you to make the request. Sign and mail this coupon to us to-day. The book will come along by return mail. If you like it, we shall be glad to have you say so. Should you be inclined to criticize, your comments will be no less appreciated.

## THE McFARLAND PUBLICITY SERVICE

Complete Service PLUS Advertising Agency

JEFFERSON THOMAS, Manager

HARRISBURG, PA.

# Book "A Year's Productive Publicity"

"Getting the Inquiries" is illustrated by a collection of advertisements which produced a profitable volume of the right kind of requests for printed matter, etc. The "Selling Power of Color" shows booklets and catalogues that were given greater effectiveness by color covers, etc. "Finally, the Order" tells how the "follow-ups," with which it is illustrated have helped to make the inquiry fulfil its ultimate destiny. Throughout, the book bears the flavor of outdoors—appropriately, as our business chiefly has to do with the advertising of things to be planted.

## Further What the Book Is, and How Attractive

L. R. BRENNEMAN, Carlisle, Pa., treasurer The Frog, Switch & Manufacturing Co.: "We beg to acknowledge with thanks the receipt of 'A Year's Productive Publicity,' which we received this morning. We think this a very handsome book, and if it is not asking too much we should be pleased to have you send us another copy, as the writer desires one for himself."

E. G. PRATT, New York, advertising department Butterick Trio: "'A Year's Productive Publicity' has just come to my desk. I hasten to acknowledge it and congratulate you upon the class and atmosphere which permeates the book. I don't think you have any right to show such pictures of watermelon and strawberries out of season. They start a craving which cannot be satisfied. You will find the man who received this book will not toss it in the waste-basket, even after he has read it."

D. C. GILLET, Tampa, Fla., secretary and treasurer Lucerne Park Fruit Association: "'A Year's Productive Publicity' reached us this morning's mail. We want to congratulate you upon its attractiveness. We have never seen anything to equal some of the cuts you have therein. The watermelon and strawberries look good enough to eat. When we get out another nursery catalogue you will certainly hear from us, for in my opinion your work is far ahead of anything in this country."

AMERICAN FRUITS, Rochester, N. Y.: "'The Selling Power of Color' is the subject of the first of a series of articles in a most attractive portfolio of specimens of the artistic work of the McFarland Publicity Service, Harrisburg, Pa. The book is elaborately illustrated in colors of richest effect; it affords an object lesson in harmonious blending of colors. Certainly here is result of ability and means for producing desired effects. Where the highest grade of printing art is desired, it would seem that the Harrisburg company leaves nothing further to be attained."

SIGNS OF TIMES, Cincinnati, Ohio: "'The McFarland Publicity Service, Harrisburg, Pa., sends us a copy of a book which they issue annually and which carries some of the best advertising and printing productions made by them during the year. It is entitled 'A Year's Productive Publicity.' The new book is surely the best one they have ever gotten out. Not only is it given the advantages of the excellence in type display which the McFarland Agency makes a specialty of, but the advertisements displayed therein indicate in a big measure the progress that has been made during the year in color work."

## New Book "Your Request For One Will Get Prompt Attention"

Send me your book, "A Year's Productive Publicity." If I like it I'll tell you so or say nothing; if I criticise it I will do so promptly upon receipt of a copy.

Name ..... City .....  
 St. No. or P. O. Box ..... State .....  
 Firm With ..... Business Engaged In .....

## SECURING EFFECTIVENESS OF DISPLAY IN ILLUS- TRATIONS.

ITS ATTENTION-WINNING VALUE THE  
PROPER TEST OF A PICTURE IN AN  
AD—PREPARING ILLUSTRATIONS  
WITH EYE ON ECONOMY—EX-  
AMPLES OF GOOD ILLUSTRATION  
DISPLAY.

By H. S. Snyder,

Of the Advertising Department,  
Joseph Dixon Crucible Co.,  
Jersey City

In considering advertising copy it is usual to proceed consciously or unconsciously on the theory that the ad will be read. Now, of course, we all know that only a small proportion of those who see a publication will read any particular ad in it. If we did not know it in any other way, the very fact of their number would indicate the impossibility of a reader's going through all the ads. This is an involved subject and it is not the purpose of this article to go into it—the general fact will no doubt be granted without any further evidence being brought forward here.

The proposition that a given ad will have but comparatively few actual readers having been granted, it becomes pertinent to inquire what can be done to get the maximum benefit from the great majority who will give the ad but a passing glance. The illustration is probably the one strongest feature that secures at least a momentary holding of the attention. However, the reason for this may be explained in technical terms, it reduces actually to the fact that the picture is an accurate reproduction of a concrete thing and requires only "eye-deep" perception, whereas type,

whose significance is entirely arbitrary and abstract, must go through a transforming process within the mind and at best can supply but a mental image as opposed to a picture's visual image.

The advertiser in the general magazines may feel that he can quite easily afford to spend considerable upon copy preparation, just as a man who buys a \$25,000 farm might feel that he can easily afford to spend \$5,000 on its equipment. If, on the other hand, the price of the farm is only \$5,000, he might hesitate to spend even \$3,000 on its equipment. Therefore, the average man among whose duties it is to prepare copy for technical papers, finds it necessary to keep one eye fixed on economy. This forestalls the use of

illustrations by James Montgomery Flagg and others of his ilk.

In the writer's work he has considerable opportunity to use photographs, and since these are rarely secured for the advertising department primarily, they are not charged against copy preparation. The easiest and cheapest way of reproducing a photograph is of course the half-tone finished square with or without a line. While this is the simplest and cheapest method, it is also quite frequently the least effective and naturally the most commonplace. In many instances it is thoroughly satisfactory, but for an effective and unusual illustration it is rarely to be compared to more

expensive styles of finish.

Probably the vignetted cut is the most artistic when the softer and less rigid effects are desired. For strength, however, the silhouetted cut is usually the best. The reason for its strength lies in its irregular outline which is strongly accentuated by being thrown against the color of the



CAR COMFORT

Regardless of the car of your own choice, get added "car comfort" with the motor and all moving parts are kept free from the evils of rust. Friction is your enemy, every motion, every starting and stopping, and to advance speed from the expensive bearing surfaces and puts your car on the proper slope.

Dixon's Motor Graphitt

The "motor principle" lubricant is an infallible preservative of motion. It puts a thin, smooth, tough, durable coating on the mechanically "rough" bearing surfaces that lubricating and strong preservative. It reduces to a minimum consumption of power in bearing and wear, or bearings in perfectly running hot. Keep a can handy.

Various tube applicators lubricate the critical parts of the car and are supplied in the Dixon's Company. Lubrication and complete are easily met in these methods.

Joseph Dixon Crucible Co.  
Jersey City, N. J.



FIG. 1.

stock on which it is printed rather than a screen. As the name half-tone implies, it is a half interval in tonal value, and not infrequently the background in a half-tone illustration is, above the skyline, hardly more than a gray haze.

There is one other consideration that affects the prominence and strength of a cut outside of its particular style, and that is its position in the ad. Where the cut is surrounded by a border or text matter it, in itself, does not show off with the same vividness as one set against a white background comparatively enclosed. One of the simplest methods of arranging a cut of almost any kind so as to give it good display is shown by Figure 1. The border is simply broken and the cut set within the break. The best effects are secured here when the border runs close up to the figure—this obviates the somewhat disjointed appearance that results when space occurs between the ends of the rule and the figure itself. An arrangement of this kind allows of considerable variation in the placing of the cut which may be at the top of the ad, in the center, at the bottom, any of the four corners, etc., according to the shape and size of both the cut and the ad.

A somewhat elaborate development of the general principles previously outlined is found in Figures 2, 3 and 4, especially the latter two. In Figure 2 the striking qualities of the ad are supplied by the size of the cut and the silhouetting which emphasizes the outline of the locomotive. In Figure 3 the cut is also more attractive and emphatic because of the silhouetting, but "local color" has been retained through the retention of the background up to the skyline. In Figure 4 the plate is vignetted and the type is set in an elliptical mortise.

A moment's digression is prompted here by the fact that the writer was guilty of unconscious plagiarism in the use of the illustration which formed the

## "The Economical Way to Cover the Country Is to Advertise by Districts"

### XXVI.

It takes many mediums and much money to cover some districts. In direct contrast,

## The Advertising District of Cincinnati

can be covered by *one* medium for *little* money, and covered with the *very best* results. Because the cream of the trade of this district is represented by a quarter-of-a-million homes—all reached by *one* newspaper,

### THE

## CINCINNATI ENQUIRER

This newspaper occupies an important place in the affairs of Cincinnati. Its prestige is enormous. It has the absolute confidence of the public. And what is even more significant to advertisers, it *deserves* this confidence.

It has become a Cincinnati institution. Everybody in Cincinnati reads *The Enquirer* and believes in it. And the manufacturer who wants everybody in Cincinnati to read about his goods and patronize them, *advertises* in it.

### Foreign Representatives

L. A. KLEIN  
Metropolitan Tower, New York.

JOHN GLASS  
Peoples' Gas Bldg., Chicago, Ill.



basis for Figure 4. The original photograph was secured by our Paint Department, since the signal shown on the left was painted with the Dixon material. Striking the writer's eye, its adaptability to an advertising design immediately suggested itself and Figure 4 shows the result. About the same time this advertisement appeared the writer purchased a work on advertising, and discovered that the Yawman & Erbe Manufacturing Company had used the same view. The adaptation was distinctly different, but the photograph itself was identical.



FIG. 2.



FIG. 3.



FIG. 4.

Advertising space is of a general rectangular shape and the majority of ads, are, therefore, of the same shape. More attention value, however, is given to an advertisement when its rectangular form is relieved. Effects of this kind are shown by Figures 2, 3 and 4. Unfortunately, there are comparatively few geometrical figures that do not waste considerable space. The triangle, for instance, is quite an attractive figure, but it does not readily lend itself to advertising because of the amount of space that it wastes, and the awkward setting of type it necessitates.

It appears to the writer that the attractiveness of the ad or at least its striking features are of vital importance in view of the fact that a comparatively small part of those who will see the ad will read it. To catch those who are running as they read, it is necessary to have the ad possess considerable attention value. If the attention can be held long enough to see what the ad is about, the general nature of the

product advertised, and who the advertiser is, a big result has been accomplished.

It seems reasonable to suppose that the average reader does not give the average proposition studious consideration. Ivory Soap advertisements have achieved success for the product with obvious recognition of this principle. The strength of the Ivory Soap ads lies first in their attention value. No long discussion on the theory of soap manufacture—just strong displays with emphasis on "99 44/100 pure" (and "it floats"). Constant repetition of a few ideas, if these can secure conscious recognition by the reader, is comparable to "the big show under the main tent." It is the distinct ad that gets the attention, and the use of striking illustrations is one of the means that can well be used to secure this end.

#### ♦♦♦ "LADIES' NIGHT" FOR ROCHESTER AD MEN. ♦♦♦

More than 200 members of the Rochester Ad Club and their friends attended the informal monthly dinner at Powers Hotel on December 28th. The affair, had been announced as "ladies' night" and the wives of many of the members had places in the balcony, from where they could view the diners and hear the speeches.

The first speaker of the evening was Edward F. Trefz, of Chicago, who had as his subject, "The Gospel of Advertising." Mr. Trefz characterized truth, personality or individuality, and human nature as the gospels of advertising and used them as the basis of his address.

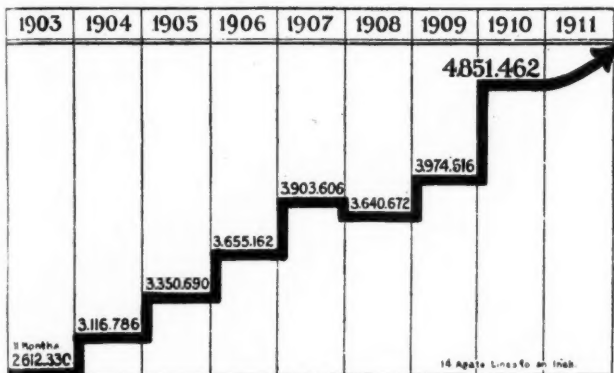
He explained that by writing copy that rings true a man will become enthusiastic over the matter and the enthusiasm will spread to the buying public. He also said that the copy represented the individual and the advertisement was no stronger than the writer. He appealed to the ad men present to study human nature and write their advertisements accordingly.

E. Ralph Estep spoke on "Craftsmen." He characterized advertising as not a profession nor a trade, but as all professions and all trades.

At the request of the Lambton County (Ont.) Publicity Association, the county council has voted \$1,000 to advertise the production and productivity of the county.



# Advertisers Who Know Made This Chart



The Chart Shows the Number of Agate  
Lines of Advertising Carried  
1903-1910 Inclusive

**The Times-Dispatch**  
RICHMOND, VIRGINIA

Sets the pace in this territory, and  
beats its own record year by year

**The Times-Dispatch**  
EVERY DAY IN THE YEAR

**It Is Supreme in Virginia**

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## First and Last the Hardware *Retailer's* Paper

The paper that tells the retail hardware merchant what goods to buy, when, and how to buy them; that shows him how best to arrange and care for those goods on his shelves while they are there; that in addition, points out practical ways of quickening the sale of those goods,—that sort of an indispensable "Silent Partner" to the hardware retailers of America is

# IRON AGE HARDWARE

Fourteen months ago this weekly journal commenced publication under its present name, as a consolidation of the semi-monthly **HARDWARE** with the hardware editions of **THE IRON AGE**. Its avowed mission was to give to the retail hardware merchants of America a quality of helpful, co-operative service never before rendered by a hardware paper, and by so serving them, to make its advertising pages valuable to manufacturers whose goods these merchants sell.

This policy has made good. **IRON AGE-HARDWARE** has grown from the first, steadily and surely, until to-day from one to ten hardware retailers in each of over 6,500 cities, towns and villages in the United States are included on its subscription list. Ad-

vertisers were guaranteed, during 1910, a circulation of 16,000 weekly. As a fact, the weekly average for the year was 16,983.

In advertising patronage, too, **IRON AGE-HARDWARE** has shown a constant gain, particularly among manufacturers of nationally advertised hardware and allied products who want the kind of dealer co-operation that not only secures "distribution," but promotes *sales* as well. The recent New Year's issue contained 308 pages of net paid advertising.

If you have a product for which the hardware merchant is the logical distributor, let us tell you of the numerous and practical ways in which **IRON AGE-HARDWARE** can be of profitable service to you.

### IRON AGE-HARDWARE

Published every Saturday by The David Williams Co.

14-18 Park Place

New York

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## TRADE PAPERS AND ADVERTISING AGENCIES.

THE REGRETTABLE FEELING BETWEEN THEM, AND SUGGESTIONS FOR BETTERMENT — UNAPPRECIATED EFFORTS OF TRADE PAPERS IN CREATING ADVERTISERS.

By H. P. Dowst.

Of the H. B. Humphrey Company, Advertising Agents, Boston.

The other night I was asked to talk about the Pilgrim Publicity Association to a group of trade paper publishers in Boston, and I said, among other things, that it was the purpose of the Pilgrim Publicity Association to stir up new business for advertising media of all kinds, especially in certain localities where there are heavy manufacturing interests, but where the advertising idea has never seemed to make much progress.

I said I thought work of this kind would help the trade publications along with other classes of media.

When I sat down a man got up and stated his belief that what I said was all rot. He was the publisher of a fairly well-known trade paper, and he said that magazine advertising, as it is done to-day, is absurd and a waste of money. He said it hurt his feelings to see money spent for a double-page spread in a popular weekly, at a cost great enough to buy some scores of pages in his publication. He could not possibly see how it did the advertiser any good.

Furthermore, he stated that, after he had worked pretty hard to get a little piece of business from the manufacturer for his paper, many times the manufacturer would turn around and say that he might have it through his advertising agency, and when the bill was paid by the agency, 20 per cent or so was deducted as commission, with an additional 5 per cent for cash.

I do not think that this man's attitude could be fairly taken as representative of that of the twenty-odd men there. Trade paper publishers are getting broader

than this, nowadays, but what he had to say shows a tendency. It is easy enough to ridicule an attitude like that, but, after all, didn't the publisher have some reason to feel as he did?

A good trade paper has a legitimate and necessary function. There is every reason why trade papers should exist. They do a lot of good, and they should be taken into consideration by advertisers and by agencies. The trade paper gets very close to the dealer. It is read by him when he is in a frame of mind to consider it seriously. It is a necessary aid to him in the conduct of his business. By it he learns what is going on in the trade. The good trade paper helps him

It is easy for

# YOU

to sell

## Shredded Wheat

because we have already sold it when it goes on your shelves. We are spending a half million dollars every year in educational advertising, to create a demand for Shredded Wheat. This demand is supplied through the jobber-to-retailer, square-deal plan of distribution, with a good profit for each.

At the same time, you can push along the good work by suggesting to your customers the various fruit combinations with Shredded Wheat Biscuit as a simple solution of the food problem in summer. Nothing so deliciously nourishing or wholesome as Shredded Wheat Biscuit with berries, sliced bananas or other fruits, served with milk or cream.

The Shredded Wheat Company, Niagara Falls, N. Y.

AN ALL-COPY TRADE PAPER AD FOR A FAMOUS PRODUCT.

to sell his goods because it contains much inspirational material, and the dealer not only reads it himself, but is anxious that his salesmen shall read it, too.

The trouble with the trade paper publisher is that he considers his field his own, and thinks the general publisher is an interloper. He refuses commissions to the advertising agency, and you cannot blame the agency very much for not encouraging a kind of business on which there is no profit.

The trade paper publisher is

very much inclined to discourage anything like friendly business relations with the agency, and, on the other hand, the agent tells his customer that trade paper money is worse than wasted, because it gives his game away to his competitor.

Trade paper publishers have not been as frank as they ought to be about their circulations. A man who prints a good trade paper that covers its field properly is in a position where an estimate of the value of his paper may be based upon quality instead of quantity. It ought not to be necessary to state that he has a circulation of 10,000 when he only has 5,000. He can safely tell the truth and he is in the enviable position of being able to charge a much higher rate per thousand than the general publisher.

Again, the trade paper occupies a very different relation with its advertisers from that of the general magazines. In many trade papers the bulk of the reading matter is made up of highly complimentary reading notices, run for the benefit of its advertisers. Some way or other, advertisers who use trade papers have an idea that this free reading matter is just so much velvet, and they honestly believe that it has more value than the display that they pay for. These advertisers would not think of asking for free reading matter in publications of general circulation. In some ways it works out badly for the publisher because he is always placed so he has to guarantee a certain amount of deadhead material in order to get an advertising contract.

Reading matter of that character is crowding out a better class of stuff from his columns. These free write-ups are usually only rehashes of the advertising and of course they are not particularly interesting. If more trade paper publishers would try to get away from the free reading notice policy, and substitute good, sound trade articles and selling helps, they would certainly very greatly increase the value of their publications to advertisers.

Advertising agents judge the

trade papers by their appearance, and a good many times do not realize the hard work that the trade paper publisher does with and for his advertisers. The agency ought to give the trade paper people the credit for creating a tremendous amount of business. The representatives of trade publications, many times, can get closer to the manufacturers than can agency solicitors. Agencies could use trade papers for their customers much more profitably than they realize, but they have got to get together.



Some fellows  
are born lucky but—

The competent engineer does not trust to luck—  
He uses only the best

GARLOCK FIBROUS AND PITT METAL PACKINGS  
Manufactured by

**THE GARLOCK PACKING CO.**  
OFFICES & FACTORIES  
PALMYRA N.Y.  
BRANCHES IN ALL  
PRINCIPAL CITIES

WATER-TIGHT JOINT  
STEEL JOINT  
STEEL JOINT  
STEEL JOINT  
STEEL JOINT  
STEEL JOINT

A TYPICAL EXAMPLE OF EMPTY  
GENERALITIES.

The successful advertising agent is friendly with his media, and works harmoniously with them. The advertising agent and the publisher's representative call together upon prospects and work out plans co-operatively. There is no reason why the trade paper publisher should not do the same thing and profit by doing it when he changes his attitude toward the agency from one of suspicion. The agent, on the other hand, will profit, and the service he renders his clients will be bettered if he will make a careful study of the trade paper, for he will find advantages to be gained that he can get in no other way.

# *The* **COLLEGE WORLD**

## **A NATIONAL MAGAZINE IN HALF A YEAR**

Six months ago THE COLLEGE WORLD was an idea—today it is a National Magazine.

The time has been short—but more than ample to prove the value—the selling power of this original publication to advertisers.

You can simmer the result right down to two words—READERS and MERIT.

THE COLLEGE WORLD is not a school paper—it is a bonafide magazine—with articles and stories that are of first interest to Under-graduates and Alumni.

It has a circulation among readers who represent millions of dollars in buying power.

THE COLLEGE WORLD has graduated from the beginner's class—it has convinced even the doubters.

Rates are reasonable.

Ask us to show you the proof.

### **COLLEGE WORLD CO.**

**1 Madison Avenue  
METROPOLITAN TOWER  
NEW YORK**

## TAKING HALF A CENTURY TO REACH NATIONAL STATURE.

BURNETT'S VANILLA ENTERS THE  
RANKS OF MAGAZINE ADVERTISERS  
—THE LONG, HARD FIGHT TO GET  
THOROUGH DISTRIBUTION—PRAISE  
FOR THE DEALER.

The manufacturers of Burnett's Vanilla believe that much of the dissatisfaction with the dealer, because of alleged lack of good co-operation, is the direct result of a feverish desire to roll up sales overnight.

A manufacturer in these swift-moving days conceives his enterprise in the morning, organizes it before noon and, as it were, has pugnaciously determined copy in the magazines before night. He wants to see the tremendous problem of achieving a national consumption solved by the next morning. The long, slow fashion of up-building over the years has no charm for these impatient men.

In his headlong charge upon the national market the get-there-quick manufacturer strikes first the skirmish lines of the dealer. Behind the dealer lies the country to be conquered—it's a country whose people calmly weigh new candidates for their pocket-book. The dealer knows that a quickly-born product may as quickly die. He suspects feverish attempts to have him stock up to the eyes with a multitude of offerings.

But the manufacturers of Burnett's Vanilla say that if you give the dealer time to form judgment, and the decision is that an article has merit of an enduring sort, he is only too ready to extend co-operation to the local advertising and other national and local trade development work.

It has taken Burnett's sixty years to win thorough distribution together with continent-wide demand. It is only within the last ten years that the victory has been called completely won.

At the outset of the campaign Philadelphia was selected as a strategic point for the opening

engagement. Here was a city containing as many homes where the finer sorts of cooking were done, necessitating the use of flavoring extracts as New York, yet the sales there averaged only about ten per cent of New York's. Mr. Burnett showed the courage of his convictions by making the start with one of the most elaborate advertising methods—that of demonstration. His own phrasing of the reason for this is, "When you appeal to the pocket there's no medium like the palate."

Daily newspapers were made the mainstay of all the demonstration work. Five-inch spaces were used in all the chief papers of the city, and in these the quality argument was pounded home with dozens of changes of copy. The grocer was lined up to do his share by pushing the goods over the counter, and contrary to prevalent conviction, proved himself ready to take advantage of the consumer advertising. Mr. Richardson, of Frank Seaman, Inc., which handles the publicity of Burnett's vanilla, says: "You will always hear people who are ready to say that grocers do not take any particular notice of advertising that is done for their benefit. From the experience I've had with this account, I should say this is a great mistake. To my mind, the grocer is more responsive to co-operation of this kind than any of the handlers of textiles or druggists' supplies that I have ever come in contact with."

Out of this concentration on Philadelphia came such splendid results that similar methods were adopted in cities that seemed to be central points in territories whose buying capacity was not making a proportionate showing on the order books of the Burnett Company. In Louisville, for example, the showing produced by the use of this combination appeal to the dealer and the consumer was so satisfactory that it was a matter of surprise to the advertiser.

Concentration on the state of Texas was carried out along the same lines with the expansions

necessary to adapt the methods to the larger territory. The newspaper copy here played a somewhat larger part in the campaign than in the cities where the demonstrators were in closer touch with the majority of consumers. The space used was the same as in the city dailies, but here ads were placed in the weekly and distinctly rural papers as well as in the dailies of the cities. The advertiser likes to speak of the results as "The annexation of Texas."

Even from the Mississippi to the Pacific, where a long freight

### Do You Make Desserts?

Then here is an important thing for you to remember.  
Your dessert's chief charm depends upon the purity, strength and deliciousness of the flavoring you use.

#### BURNETT'S VANILLA

is sixty years ahead of the Pure Food Law. Its rich, satisfying strength is far superior to that of any other vanilla extract made. Its delicate, subtle flavor adds a delicious charm to whatever delicacy it is used with. If you already use it, you realize the truth of this. If you don't already use it, you will realize it the very first time you try Burnett's Vanilla.

YOUR GROCER CAN SUPPLY YOU

haul adds to the selling price, the success of these methods has been effectively proved by the gradual increase in demand and the permanence that has marked all the results of the campaign.

With a thorough and wide distribution now accomplished, the Burnett Company is about to make its bow to the public as a national advertiser. The first excursion into the new field will take the form of half columns in the March issues of six magazines most popular amongst women. Specific uses for vanilla extract and the arguments for the superiority of the Burnett brand will provide the material from which the copy for these publications has been made.

#### GOVERNMENT SERVICE TO BUSINESS MEN.

The Bureau of Manufacturers, of the Department of Commerce and Labor, at Washington, is establishing a file of the names of American manufacturers and traders, for use in distributing the valuable information which reaches it from time to time in regard to foreign trade. Those who desire to avail themselves of the facilities thus offered for extending their trade abroad should send to the bureau their names and advise it as to the class of business in which they are engaged.

## Getting 1000 Mills' Value From Every Advertising Dollar

Thousand per cent efficiency is possible when every buying member of the family is interested in a single publication.

Can this be the case except where the paper's story is told in a language understood by Men and Women of all ages and appreciated by them all?

Is there any language more universal than pictures?

LESLIE'S WEEKLY printed approximately 5000 pictures in 1910.

LESLIE'S interests every member in more than THREE HUNDRED THOUSAND FAMILIES of the highest class every week.

Its advertisers get the front cover position on 300,000 library tables, where it can easily be referred to again and again.

Ask for 1911 facts.

\$1 00 a line to May 1st, 1911.

## Leslie's

ILLUSTRATED WEEKLY

ALLAN C. HOFFMAN  
Advertising Manager  
225 Fifth Avenue  
New York

CHARLES B. NICHOLS  
Western Manager  
Marquette Building  
Chicago

## The Des Moines Capital

# All Advertising Records Broken in 1910!

**The Capital made a net gain in advertising over the 1909 total of 39,892 inches!**

**Iowa's greatest daily had a total during the year of 360,394 inches of advertising!**

**This newspaper in 1910 published more advertising in six issues than competitors did in seven!**

This new record was made in spite of the fact that the Capital excluded from its columns all liquor advertising and objectionable medical advertising.

The Capital publishes but six evenings a week and has no Sunday issue. In this same number of issues there are very few newspapers in America that publish more business than the Capital did in 1910.

The Capital gained in advertising during 1910 *in every month* of the year except July. The loss in that month was less than 150 inches.

January  
February  
March  
April  
May  
June  
July  
August  
September  
October  
November  
December

Total

Elmer W.  
O'Mara



# The Des Moines Capital

## Now For 1911!

Just as every year the Capital's growth has been greater than in the preceding year, so the Capital looks forward confidently to another record-breaking year in 1911.

The Capital's great success as an advertising medium is due to the fact that advertisers seem to get positive, quick, traceable returns in reply to their advertising.

The Capital's circulation is the largest in Des Moines and Iowa. Never in its history has its selling power been so great as in the closing months of 1910.

### Capital Advertising Figures for 1910

	Local	Foreign	Classified	Totals
January .....	15,438	6,473	4,421	26,331
February .....	16,894	7,032	4,853	28,779
March .....	28,412	7,454	6,283	42,149
April .....	19,278	6,739	5,967	31,984
May .....	17,860	6,546	5,722	30,128
June .....	18,121	4,735	5,390	28,246
July .....	13,063	4,037	4,796	21,896
August .....	16,439	4,007	5,069	25,515
September .....	18,513	5,226	4,703	28,442
October .....	19,645	6,442	5,283	31,370
November .....	22,958	7,449	4,374	34,781
December .....	21,407	4,738	4,633	30,778
Total .....	228,028	70,872	61,494	360,394

### Eastern Agents

Elmer Wilson.....Hartford Building, Chicago, Ill.  
 O'Mara & Ormsbee.....Brunswick Building, New York, N. Y.

# THE GOLF TOURNAMENT RESULTS AT PINEHURST.

One hundred and nineteen players started in the qualification round of the annual advertising men's golf tournament, Thursday, January 12th, fifteen divisions of eight making up the list of those who qualified. The summary for Thursday:

First Eight—L. A. Hamilton, Englewood, 41—42—48; J. P. Knapp, Garden City, 41—43—84; W. E. Truesdell, New York, 40—44—84; J. P. Gardner, Midlothian, 42—43—85; Lee W. Maxwell, Hinsdale, 40—45—85; G. H. Barnes, Apawamis, 42—43—85; E. A. Freeman, New York, 42—46—88; W. J. McDonald, Chicago, 42—47—89.

Second Eight—R. M. Purves, Woodland, 45—45—90; H. M. Adams, Nassau, 43—47—90; C. N. Phillips, Allegheny, 47—44—91; W. C. Freeman, Dyker Meadow, 47—44—91; F. H. Robeson, Oak Hill, 45—46—91; J. D. Plummer, Springfield, 46—45—91; Frank Presbrey, Garden City, 46—46—92; F. J. Ross, Dunwoodie, 47—46—93.

Third Eight—G. C. Dutton, Oakley, 93; Charles Presbrey, Fox Hills, 94; A. H. Johnson, Scarsdale, 94; R. W. Potter, Erie, 94; G. W. Watts, Durham, 94; C. F. Bacon, Brae Burn, 95; Guy Pierce, Evanston, 95; W. D. Lasher, Dunwoodie, 95.

Fourth Eight—H. W. Ormsbee, Alpine, 95; I. S. Robeson, Oak Hill, 96; S. K. Evans, Knollwood, 96; R. R. Mamlok, Fox Hills, 96; John L. Given, Baltusrol, 96; V. C. Longley, Wannamoisett, 96; D. W. Cooke, Essex Falls, 96; H. K. McCann, Dunwoodie, 97.

The summary is as follows:

First Eight—First Round—Lee Maxwell, Hinsdale, beat Edwin A. Freeman, New York, 1 up (21 holes); L. A. Hamilton, Englewood, beat W. E. Truesdell, New York, 1 up (19 holes); G. H. Barnes, Apawamis beat W. J. McDonald, Chicago, 1 up; J. P. Gardner, Midlothian, beat J. P. Knapp, Garden City, 6 and 4.

Second Round—Hamilton beat Maxwell, 3 and 2; Barnes beat Gardner, 1 up (19 holes).

Consolation—First Round—Truesdell beat E. A. Freeman, 1 up; Knapp beat McDonald, 2 and 1.

Second Eight—First Round—F. K. Robeson, Oak Hill, beat Frank Presbrey, Garden City, 2 up; C. N. Phillips, Allegheny, beat R. M. Purves, Woodland, 2 up; F. J. Ross, Dunwoodie, beat J. D. Plummer, Springfield, 4 and 2; H. M. Adams, Nassau, beat W. C. Freeman, Dyker Meadow, 1 up (19 holes).

Second Round—Phillips beat F. K. Robeson, 4 and 2; Ross beat Adams, 4 and 3.

Consolation—First Round—Purves beat Frank Presbrey, 5 and 3 and Plummer beat W. C. Freeman, 1 up.

Third Eight—First Round—G. W. Watts, Durham, beat C. F. Bacon, Brae Burn, 4 and 3; A. H. Johnson, Scarsdale, beat G. C. Dutton, Oakley, 1 up; W. D. Lasher, Dunwoodie, beat Guy Pierce, Evanston, 2 and 1, and Charles Presbrey, Fox Hills, beat R. W. Potter, Erie, 1 up (19 holes).

Second Round—Johnson beat Watts 4 and 2, and Presbrey beat Lasher, 1 up.

Fourth Eight—First Round—J. L. Given, Baltusrol, beat D. W. Cooke, Essex Falls, 5 and 4; H. W. Ormsbee, Alpine, beat S. K. Evans, Knollwood, 2 and 1; I. C. Longley, Wannamoisett, beat H. K. McCann, Dunwoodie, 1 up (19 holes), and I. S. Robeson, Oak Hill beat H. R. Mamlok, Fox Hills, 4 and 3.

Second Round—Given beat Ormsbee, 5 and 4.

The special events of Saturday, the final day, included a medal play handicap in the morning and a middle play handicaps four-ball match in the afternoon. In the handicap Paul Block, of New York, whose allowance was 50, finished first in 70, with H. W. Leeds, of Atlantic City (19); Don M. Parker, of Garden City (17), and T. C. Fogel, of West Brook (16), tied for second prize at 72 each. In the play off Mr. Parker won second with 73 and Mr. Leeds third with 74.

In the four-ball match G. U. Kirkpatrick of Baltusrol (20), and A. Lammasena, of Glen Ridge (18), led, with 66. H. L. Jones (17) and Z. T. Miller (15), both of Dunwoodie, tied with Charles Presbrey, of Fox Hills (6), and C. N. Phillips, of Allegheny (6), at 69 each. In the play off Mr. Presbrey and Mr. Phillips won.

First Eight (Final Round).—L. A. Hamilton, Englewood, beat G. H. Barnes, Apawamis, 10 and 9.

Consolation (Final Round).—J. P. Knapp, Garden City, beat W. E. Truesdell, New York 4 up and 3 to play.

Second Eight (Final Round).—C. N. Phillips, Allegheny, beat F. J. Rose, Dunwoodie, 1 up.

Consolation (Final Round).—R. M. Purves, Woodland, beat J. D. Plummer, Springfield, 3 and 2.

Third Eight (Final Round).—Charles Presbrey, Fox Hills, beat A. H. Johnson, Scarsdale, 3 and 1.

## CHICAGO ADVERTISING MEN CELEBRATE NEW YEAR'S.

Members of the Chicago Advertising Association arranged a big banquet and entertainment for New Year's eve, the dinner lasted seven hours and the "show" four and a half hours. Seventeen vaudeville specialties were booked for the evening beginning at 7:30 o'clock and continuing for the rest of the year. The association rooms at 118 Monroe street were decorated, and it was an evening of glitter and gayety that surpassed any former New Year celebration.

The Merchants' Association, of Tarrytown, N. Y., twenty-five miles from New York, will advertise that town in the New York Herald. The leading point will be that in the recent drought, Tarrytown not only had sufficient water for itself, but had water for sister villages.

# The Breeder's Gazette

Was established in 1881; the first weekly paper devoted to farm live stock.

It long ago ceased to be merely a "breeder's" Gazette; but an inherited name may not be lightly discarded. It is now a "farmer's" Gazette, a "feeder's" Gazette, an "agricultural" Gazette; in fact, a Gazette for every man, woman or child whose tastes or business connect up with the soil.

*"There is no paper better suited to the general farmer than The Breeder's Gazette."*—Charles Downing, Secretary Indiana State Board of Agriculture.

*"I know of no publication that goes farther in helping the farmer than The Breeder's Gazette."*—John M. True, Secretary Wisconsin Board of Agriculture.

*"One of the broadest and most useful farm papers in the world today is The Breeder's Gazette."*—A. L. Sponsler, Secretary Kansas State Fair Association.

*"I consider The Breeder's Gazette one of the very best farm journals published on the topics relating to the farm management in its broad sense."*—J. C. Simpson, Secretary Iowa State Board of Agriculture.

The Gazette is published every Wednesday, 48 to 72 pages. Average weekly circulation for 1910 was 87,011.

An advertisement in its columns cannot fail to promote trade. Please ask us for a recent issue for inspection. Address

## THE BREEDER'S GAZETTE

358 DEARBORN ST., CHICAGO, ILL., or

Geo. W. Herbert,  
First National Bank Bldg.  
Chicago, Ill.



Wallace C. Richardson, Inc.  
41 Park Row,  
New York City.

# **The Seattle Post-Intelligencer**

ESTABLISHED 1869

Only Seven-day Associated Press Newspaper in a  
City of 237,194 Population

## **Circulation Books Open To All**

Average for 1909 (actual paid  
circulation), . . . . . **32,921**

Average for 1910 (actual paid  
circulation), . . . . . **42,950**

Average for November, 1910  
(actual paid circulation), . . . **47,704**

(Detailed sworn statement on request)

The Classified Medium of the Northwest. Carries  
more Foreign Advertising than all other  
Dailies combined

**Able! Alert! Always Ahead!**

# ENTHUSIASM DEALERS TO CO-OPERATE WITH ONE ANOTHER.

THE TRADE SLOGAN OF THE SEALSHIP OYSTER SYSTEM IS "CO-OPERATION"—DEALERS AND JOBBERS LICENSED—THE SCOPE OF THE CONSUMER CAMPAIGN.

By Kirke S. Pickett.

The Sealship Oyster System has about 35,000 dealers who act as agents for Sealship Oysters. Although it is in the advantageous position of being in a certain sense a monopoly, its marked success in developing its market must be credited partly to its peculiarly efficient dealer work.

It says to the dealer: "You are only one of several dealers selling our oysters in your city. But you are not in competition with one another. You are co-operating with one another to develop more business for each of you. You are in co-operation, not in competition. What competition there is, is of the kind that you all can fight to common advantage. The oyster sold from the wooden tub is your only competitor. Remember—co-operation, not competition between Sealship dealers."

"Co-operation" is a word the Sealship concern coined to convey its understanding of how the Sealship dealers should act toward one another. If a dealer is disposed to question the advantages of co-operation, he is confronted with the figures showing how sales have developed in Sealship centers all over the country. He sees that in one city two years ago three dealers started to sell Sealship Oysters. He sees how the record of the sales of each mounted as the dealers threw themselves heartily into the work of creating a trade locally for this new kind of oyster.

The dealer looms large as a factor in the selling machinery of the Sealship oysters. He is the center of the Sealship advertising campaign. Upon him depends the success of a vigorous consumer campaign in the magazines and the newspapers. While the

company might easily have dropped into the conventional habit of growling at the dealer as a stubborn wooden head, it has not done so. Instead it has demonstrated that it has an article to market that seemed to have a great latent demand, whose magnitude the dealer could easily be made to see with proper explanation. If one judges from the showing made by the Sealship dealers, the Sealship Company has achieved a decided success in securing their co-operation. The dealer's profit per gallon runs as high as fifty cents.

Well, What is a—  
—“Sealship?”

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**S** (To the dealer and agent)  
“Sealship Oysters are sold only by the Sealship System. The following is the Sealship System of Oyster Selling.”

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ONE OF THE NEWSPAPER SERIES.

But the most impressive evidence of the selling success of brand is contained in a recent announcement that the stock of the Sealship System has been increased to \$4,000,000. It was only a few years ago that a Wisconsin inventor worked out a plan of a small refrigerator box for shipping oysters under perfect sanitary conditions. It was looked upon as a great boon for the inland states, where good oysters had been hard to get because of the difficulties of transportation. L. C. Brooks made a business of shipping Sealship oysters from Norwalk, Conn. The demand has grown and the Sealship Company has been acquiring larger and

larger sources of supply. Its beds aggregating 140,000 acres proved insufficient and it went over to Great South Bay and bought tens of thousands of acres of Blue Point beds. A powerful corporation has been formed and already Eastern dealers are predicting that within a year or two the Sealshipt concern will be known as the "Oyster Trust." It is now reaching out for all the good beds it can find along the Atlantic coast.

The company is assuring its dealers that it is in position to supply all the orders which they may give. It rests with them to develop the demand in co-operation with the company's advertising and in "co-opetition" with the other dealers handling Sealshipt.

There is nothing that is mysterious about the procedure of this dominating concern. Its striking results may be ascribed to, first, the idea of a refrigerator container, second, to its manner of licensing the jobber and the dealer, and third to its vigor in creating a consumer demand by advertising and by urging the dealer to extend his co-operation.

The refrigerator container is called a Sealshiptcase. Without this the Sealshipt system would have no "talking point" and no point of distinction setting it apart from the concerns that sell oysters in wooden tubs.

Under the license the dealer agrees to sell the oysters only from the Sealshiptcases and to observe hygienic conditions. He also agrees not to sell Sealshipt oysters below twenty-five per cent over cost. He is free to increase this margin as much as he wishes.

Under the Sealshipt System there is no opportunity for the jobber to tamper with the stock. The pressed-steel container is sealed by the shipper on the coast and when the jobber receives the oysters he transfers the container to a dealer Sealshiptor without breaking the seal of the container. Seals are not furnished to jobbers. The retailer and no one else breaks the seal. The company guarantees that its oysters are secured from the beds and packed in containers before night and

that these will be delivered to the dealer anywhere in the United States with a flavor unimpaired.

The dealer agrees to keep his oysters exposed for sale only in the Sealshiptcases, which are attractive cases of metal, designed to be an ornament to the store. He is urged to make window displays with the cases as a central feature. There seems to be no disposition to hold a club of fear over the dealer's head. Rather he is spurred on to renewed activities by having explained to him regularly through bulletins and booklets how Sealshipt dealers have increased their business from 100 to 300 per cent in a year.

The company has an "inspiration" booklet, kept revised up to date, entitled "The Sealshipt Oyster System: How it links Shipper, Dealer, Consumer for the benefit of all." It is packed full of facts about getting sales; it explains the System's plan of work; it contains a list of cities where Sealshipt jobbers operate; it outlines the extensive advertising plans.

Larger advertising the coming season is promised than ever before. Among the magazines on the list for continuous large copy are the *Delineator*, the *Woman's Home Companion*, *Good Housekeeping*, *National Food Magazine*, the *Saturday Evening Post* and the *Ladies' Home Journal*. Big newspaper space will appear in the larger cities of the United States and Canada. A few of the cities in which Sealshipt advertising will appear are St. Louis, Cincinnati, Detroit, Denver, Des Moines, St. Paul, Toronto, Minneapolis, Buffalo, Portland, Me.; Portland, Ore.; Manchester, Seattle, Montreal, Salt Lake City, Memphis, Louisville, Hartford, Worcester, Wheeling, Dallas, Ft. Worth, Atlanta, Milwaukee, Rochester, Omaha, San Francisco and Los Angeles.

The dealer's name is printed at the bottom of the ad. If there is more than one dealer, all the names are given.

In addition to this, advertising copy is furnished the dealer which he may run at his own expense.



## Successful Medical Advertising

calls for the use of proper copy and the right selection of mediums

The medical journals below—"The Big Six" of the medical journal field—offer acceptable advertisers the quickest, most economical and most effective means of reaching the physicians of the United States.

The influence and patronage of the medical profession are worth more than the influence and patronage of any other class. Every doctor has his "circle of influence," and it is his recommendation or condemnation of any product that often determines its success or its failure.

When you use the advertising pages of the "Big Six," you are not talking merely to 100,000 doctors. **Back of these are their patients, 30,000,000 strong!**..An audience, moreover, that often buys, because

**"the doctor advised it."**

American Medicine, New York  
 American Journal of Surgery, New York  
 American Journal of Clinical Medicine, Chicago, Ill.  
 Medical Council, Philadelphia, Pa.  
 Interstate Medical Journal, St. Louis, Mo.  
 Therapeutic Gazette, Detroit, Mich.

For further information, address any or all of the above.

The importance of the dealer's identifying his store with the Sealship campaign is urged. If some of the ads are too large for one dealer to pay for, he is advised to club with the other dealers in his town and all share the expense.

Magazine Series—No. 4



## Ordinary Oysters Are Not Good Enough For You

You want oysters just as they come from the sea—fresh and succulent—retaining the delicious salty tang which is the oyster's true charm. Such oysters you can always have by getting genuine Sealship Oysters, sold only from the blue and white Sealshipcase.

Somewhere near you is a Sealship dealer. You can easily identify him by the blue and white porcelain more refrigerator with our trademark on the cover and the center and the address of the Sealship Oyster System near the bottom. Like all good things, Sealship Oysters are instant. Low cost—no waste!

Oysters when Sealship Oysters—the world's best oysters—just as they come from the sea—fresh and succulent—retaining the delicious salty tang which is the oyster's true charm. Such oysters you can always have by getting genuine Sealship Oysters, sold only from the blue and white Sealshipcase.

## Sealship Oysters

From Oyster Beds to You Under Seal

When you get genuine Sealship Oysters you not only have oysters retaining the precious tang of the sea. But you have oysters that are absolutely pure.

Nearly all oysters are pure than nine-tenths of the water and milk you get. For salt water is naturally pure. Impurities never originate in sea water.

But the purity of Sealship Oysters is regularly protected from the oyster beds to you.

The waters where our oyster beds are located, besides being supervised by State and Federal Government, are inspected by the Leader Laboratories, the famous food experts.

### The Cream of the Oyster Beds

Oysters depend on locality for flavor and quality just as do fruits. The best oysters are grown on Atlantic Coast and Gulf of Mexico beds, because certain properties in these waters give the oysters their delicious flavor and always appetizing quality.

But the shell, mind you, has no more to do with the taste of an oyster than the shell has to do with the taste of a nut. Sealship Oysters embrace the cream of the world-famous oyster beds: Blue Point, Narragansett, Greenpoint.

Chambers or Gulf—any oyster you like. These are ship straight from their native beds to a Sealship dealer near you—under seal and under ice all the way.

### Their Vast Economy

You get Sealship Oysters just as they were dredged from the sea—with every sensitive element saved—every natural flavor and never consumed. And being all along sold under seal—low from water—they are the most economical. The price of Sealship is the standard of value. When you pay for you get for.

With Sealship Oysters you have the foundation of countless delicious dishes. Nothing will take their place after you have once tasted them. You have only to be sure of the genuine. So in protection to yourself, find our blue and white Sealshipcase in the store before you buy your oysters.

### Mark Twain's Oyster Story FREE

Write on the name of your oyster dealer and we will mail you this delightful little story together with a number of recipes for delicious oyster dishes unknown inland. Address: Day, E.



HALF-PAGE MAGAZINE COPY EXPLAINING THE SEALSHIP PROPOSITION.

This copy—magazine, newspaper or street car—is educational to a degree. The reader is made to understand why oysters, till the advent of the Sealship system, did not lend themselves to sanitary shipping inland. The novel features of the Sealship system

are pointed out. Someone with a knack for writing copy that creates hunger—"appetite copy" it has been called—has had to do with this campaign. And the interesting thing is that this appetite is created for the Sealship variety of oyster and not for that sold otherwise.

The Sealship promoters seemed to have no hesitancy about giving wide publicity to the views of critics. For instance, Dr. Abbott, the pure food commissioner of Texas, through some misapprehension, wrote a letter to a Gulf shipper, under contract with the Sealship System, indicating that Sealship containers might not be water-tight. As soon as the company heard of this, it lost no time in proving to Dr. Abbott that the container was water-tight. Dr. Abbott wrote the shippers that he was in error. But the company wrote a letter to all of its Texas agents, informing them of Dr. Abbott's first letter and of his second which confessed error. The dealers were asked to report just how they found the containers.

The result was a symposium of letters from dealers, all stating that the containers were absolutely water-tight, this having been proven under the hard conditions of retail selling. This matter was thoroughly aired in the Sealship house-organ, *Co-opetition*, for November last. The same issue of this house-organ contained a two-page spread describing the company's food shows at St. Louis and New York.

L. C. Brooks, who has been chiefly responsible for the growth of the Sealship business, writes PRINTERS' INK as follows:

"One of the principal changes that will take place in our campaign at the beginning of the new season in the fall of 1911 will be the handling of oysters in the shell, in a much larger way, as well as the sale of opened oysters, in which we are largely engaged at present. We think our method of price maintenance and co-operation with the dealer—the spirit and policy which we term 'co-opetition'—is a very vital part of the sales end of our business."



# The Indianapolis News

## Circulation and Advertising Statements for the Year 1910

### CIRCULATION

Average daily paid circulation,  
1910 ..... **94,063**

Average daily paid circulation,  
1909 ..... **90,246**

**Daily Increase (Net) Over 1909  
3,817**

This is **net** circulation, exclusive of all copies to advertisers, exchanges, files and office use, returns, samples and papers sold after day of publication.

**Distribution in Indianapolis  
and Suburbs 52,058**

City Carriers ..... **42,688**

Suburban Carriers ..... **2,078**

Newsboys ..... **3,110**

News stands ..... **2,727**

Service ..... **475**

Mail ..... **698**

Free ..... **282**

**Total ..... 52,058**

### ADVERTISING

Cols.

Display ..... **22,629.48**

Classified ..... **6,186.07**

**Total ..... 28,815.55**

**Daily Average, 92.06**

During the year 1910 the other Indianapolis daily papers printed a total of 18,822.36 columns of advertising, exclusive of Sunday editions (The News having no Sunday paper), The News having **9,993.19** columns more than all the others combined.

In the classified (want) advertising The News easily maintained its supremacy, having a total of **309,210** of these ads, **120,469** more than the other city papers combined.

### Circulation for Twelve Years

Year.	Average Net Daily Circulation	Year.	Average Net Daily Circulation
1899 .....	42,178	1905 .....	71,028
1900 .....	49,789	1906 .....	75,233
1901 .....	56,120	1907 .....	74,294
1902 .....	62,134	1908 .....	84,208
1903 .....	69,385	1909 .....	90,246
1904 .....	72,895	1910 .....	94,063

### THE CHRISTMAS ADVERTISING

The best indication of the value of an advertising medium is the amount of advertising of local merchants it carries. Of the so-called "Christmas advertising," for the holiday trade in Indianapolis, from December 1st to 22d, inclusive, The News carried 1,626.12 columns. The other city papers (exclusive of Sunday editions) had 1,017.65 columns, The News having 608.47 columns more than all the others combined.

**DAN A. CARROLL**  
Eastern Representative  
Tribune Bldg.,  
New York City.

**W. Y. PERRY**  
Western Representative  
First National Bank Bldg.,  
Chicago, Ill.

## BOWERS' PRICE MAINTENANCE OBJECTIONS ANSWERED.

STRONG MOTIVES OF SELFISH INTEREST SHOWN IN DESIRE FOR PRICE MAINTENANCE—PRICE-CUTTING AS A UNIVERSALLY CONDEMNED METHOD.

By R. O. Eastman,

Advertising Department, Kellogg Toasted Corn Flake Company.

IN PRINTERS' INK for January 5, Duke C. Bowers, of Memphis, Tenn., has given what is possibly the ablest and most concise statement of the attitude of the price-cutter toward the protected price policy that has ever been printed. It occupies only one page, yet is a very clear and comprehensive statement.

An editorial note informs those who do not already know Mr. Bowers that he is "a merchant who has made it his policy to cut prices on trade-marked brands to the lowest figures, thus earning the disfavor of several large manufacturers."

Mr. Bowers starts right out to qualify "price-maintenance" as "unfair, unjust and selfish." "It is selfish," he says, "because the retailer wants it, because it keeps his competitor from under-selling him."

Wait a minute. Just why is it selfish "because the retailer wants it"? Mr. Bowers does not explain. Why is the manufacturer selfish in giving the dealer what he wants? Selfishness doesn't ordinarily work out that way. Mr. Bowers admits, moreover, that the only retailer who doesn't want protected prices is the price-cutter. Is the price-cutter actuated entirely by motives of liberality and unselfishness? Has anyone the remotest idea that he cuts prices for the sole benefit of the dear public?

We all know mighty well that the price-cutter is generally the man who, with a liberal capital to fall back upon, buys in big lots and at "inside figures" and through the medium of "cut prices" seeks to draw away the legitimate trade of his smaller competitor. The

price-cutter seldom knows any other kind of competition than that of price. He cuts prices usually at the expense of service, and sometimes at the expense of the honesty of the goods he sells.

There is another trick in the price-cutting game that is given away in the editorial note prefacing Mr. Bowers' article. He cuts prices "*on trade-marked brands*." Why? Because *the public knows* what the price *ought to be* on these brands and the cut price makes a bigger showing. You may rest assured that there is little or no price-cutting on the non-trade-marked goods. With the price-cutter, the best way for the manufacturer to maintain prices is to refrain from price maintenance.

To proceed, Mr. Bowers avers that price-maintenance is unfair because it prevents a merchant from giving his customers advantage of his "money-saving system." Again, why? If Mr. Bowers makes so much money on Kellogg's Toasted Corn Flakes, for instance, that he is ashamed of himself, what's to hinder his cutting the price of butter, eggs or sugar, or some of the other necessities of life on which no single manufacturer's interests are at stake, right down to the bone, thus giving his customers the benefit of his "money-saving system?"

And to go on, "A man's customers are his best friends, hence when he joins in a price-maintenance plan and agrees to not sell to his customers for less than a fixed price, he makes a mistake."

But *he doesn't "join."* The manufacturer sets the price because the goods are *his* goods and the price should be *his* price. *His* interests are at stake more than those of the dealer. Price-maintenance is the only weapon he has against the disrupting, demoralizing influence of the price-cutter's pernicious activity. The dealer may sell *his own* sugar, *his own* peas, beans, carrots and potatoes, but he sells *Kellogg's* Corn Flakes, *Arbuckle's* Coffee or *Lipton's* Tea. He is trading on *their* names. Why not on *their* prices?

But here is the best of all. "What would be your opinion."

asks Mr. Bowers, "of the physician who thought more of the fee he would get out of you for an operation than he would of performing the operation with the hope of benefiting you?"

"What would be your opinion of the minister of the Gospel who was preaching for the money there was in it instead of the saving of souls?"

Candidly, we don't know. It's pretty hard to say. But we do know mighty well what our opinion is, what the opinion of the medical associations is, and what the opinion of intelligent people at large is of the *price-cutting doctor*.

And we know very well how the bench and bar esteem the *bargain-counter lawyer*.

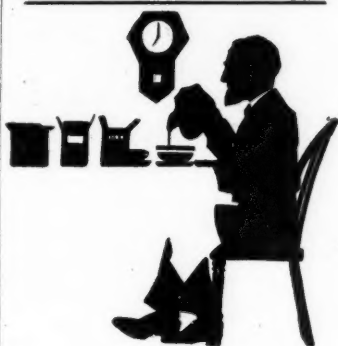
And we know, too, what the public would think of a preacher who would advertise weddings, funerals, baptisms and confirmations at reduced prices.

It beats all how hard Brother Bowers does love his neighbor, anyway. Reminds one in a way of Lydia E. Pinkham, Peruna, Tom Lawson or the Everglades Land Company.

As for the protected-price manufacturer, he is in a "combination" or in collusion with *someone*—who it is, Mr. Bowers fails to say. But there is a strong inference. He can't be in combination with the wholesaler, for the wholesaler buys under the same denorable restrictions as the retailer—or as Mr. Bowers. It can't be the retailer, for the manufacturer has no direct dealings with the retailer. It can't be the public, for Mr. Bowers is the only friend the public ever had. And it can't be the beneficent influences of good, for Mr. Bowers has them all lined up on his side. Consequently, it must be that the protected-price manufacturer is in collusion with the evil one—and the combination is one which Mr. Bowers righteously refuses to countenance.

And so, he says, there is no reason under high heaven why my bill (H R 26541) shouldn't be enacted and enacted at once.

The funny thing is that ninety-nine per cent of the trade can't see it that way.



Yes, the farmer even buys breakfast food.

The popular idea, fostered by Denman Thompson and James A. Herne, pictures the farmer as rising while it is yet night and eating a hearty breakfast consisting of fried salt pork and boiled potatoes.

The facts show that every farmer who reads Farm and Fireside has in his house, not only one, but more than three different kinds of breakfast food.

There is nothing wonderful about this. It simply shows that the farmer is just like the rest of us—a self-respecting market for the right sort of goods. Such a farmer as reflected in the pages of Farm and Fireside is worth the consideration of every advertiser who makes anything that he can use.

**FARM AND FIRESIDE**

THE NATIONAL FARM PAPER

Springfield, Ohio

New York

Chicago



# Sledge Hammer

Who gets the most business?

The quiet, undemonstrative fellow or the salesman who makes his approach with power and confidence in his manner; who tells you in few, forceful, convincing words why you need his goods?

We don't mean the loud, talk-your-head-off kind but the fellow who vibrates with **intensity--vitality--personality**; the fellow who gets right down to brass tacks who drives in his points and clinches them.

That's the kind of a man who gets your orders, and the kind of a man you employ to go out and get orders for you.

What is Sledge Hammer Advertising, and what has the foregoing to do with it?

Simply this. We write copy the way modern, successful salesmen go after business. We call it Sledge Hammer Advertising, and that exactly describes it.

We swing sledge hammer blows of forceful English. We hit hard, quick and straight. We get right down and say things. Smash! Smash! Smash! One point after the other. Every word counts--every line says something. If it doesn't out it comes.

We write at high tension---keyed up---like the man delivering an intense sales argument. We keep the pace. We don't lag a minute. When we get to the end, the reader reaches for his pocket book.

Nine out of ten pieces of advertising copy are puny--insignificant.

Broad statement? Pick up any magazine or paper. Read any advertisement that strikes your eye. Read it critically. Note its stilted, conventional style. Note the absence of real ringing, forceful talk. Reads well? Admitted. Most advertisements read well, but what do they say? That's the point.

What do they say? Do they stir you? Do they induce action?

To sell goods the way it ought to, an advertisement must contain the same elements that enter into the successful sales talk. **Intensity--earnestness--sincerity--strength--originality--personality.**

Plenty of colorless, characterless people can write good English, but good advertising copy must have force back of it.

It must have just exactly as much personality and character as

The  
Miller  
Advertising  
Company,  
Toledo, Ohio.

# Hammer Advertising

the salesman.

Who gets the business? A salesman without distinct personality or character is a failure.

Below we reproduce the cover of our new booklet--"Sledge Hammer Advertising." This book is being much talked about. If you are an advertiser there's a copy all ready to mail you the minute your request reaches us.

When it comes, read it carefully. Get the idea we have been talking about. Note that the advertisements are largely of a mail order nature.

We specialize on mail order advertising. We live it--talk it--breathe it--dream it--are charged with it. Many have said that we know it better than any advertising firm in the country.

We know the best mediums in which to place mail order advertising. We know which of them pay and which do not.

There is never any speculating with our clients' money. Our records of results from thousands of insertions are an asset no one else can offer you.

The mail order business is the most fascinating and lucrative business in the world. It is growing rapidly.

Many business men who are feeling their way--groping for the right avenue to success would find the mail order field a lucrative one.

Don't get the impression from the foregoing that we do not handle publicity advertising. We do, and we maintain that a successful mail order agency can do more effective work for the publicity advertiser than anyone else.

We go further. We believe that the mail order style of copy we employ can be used in publicity advertising. Why not? Instead of printing pretty pictures (which are all right and essential) and a few well modulated sentences, why not go right after them?

Why not make the copy strong enough to sell the reader then and there, although the order is not sent direct?

Suppose we exchange ideas. Suppose we have a talk about your proposition--about what we can do for you. It creates no obligation on your part. You simply assume a receptive attitude. The things we have talked about here--the ideas advanced in our booklet are worth discussion. Distance makes no difference to us and it shouldn't to you. You want results--we give them to you quickly. And why should you care where they come from as long as you get them. We'll give you service too--service that is service. All we ask is your hearty cooperation. This advertisement should induce you to do two things--to write for the booklet and invite us to call.



A copy of this booklet will be sent to any advertiser who asks for it over the signature of one in authority.



## THE MORAL RESPONSIBILITY OF THE ADVERTISING MAN.

CLEAN ADVERTISING NEEDS NO LEGAL AID—A GROWTH FROM WITHIN — OPTIMISTIC EXTRACTS FROM ADDRESSES AT FORT WORTH, TEX., AND OKLAHOMA CITY.

*By S. C. Dobbs,*

President, Association of Advertising Clubs of America, and Sales and Advtg. Mgr., Coca-Cola.

The advertising man is rising in position. He has entrance into every home—the home of the poor man, the home of the merchant and the middle class, as well as into the palatial residences of the wealthy.

No department of commercial endeavor has shown more advancement during the past ten years than advertising. It has joined hands with science as one of the benefactors of the human race and where science leaves off there publicity takes up the burden and tells the world what these cloistered students are accomplishing—making the luxuries and playthings of yesterday the economic necessities of to-day.

The profession of advertising, for it has undoubtedly reached the high plane of professionalism, is of such tremendous importance that men in all walks of life endowed with brains and energy are knocking at its door.

I long to see the day come when as much reliability can be placed in the advertisements contained in our daily newspapers as can be placed in the editorial or society columns. When that day comes, and it will, advertisements will be read as thoroughly as articles of news and editorials contained in our dailies.

To those of us who are watching the trend of newspaper publications it is inspiring to note the efforts that are being made toward giving advertisers and the public that confidence which guarantees a full measure of integrity.

In virtually every city in this country one or more papers are bending their efforts to the giv-

ing of a square deal—publishers who say that no unclean thing can be advertised in their columns and who will not print wild-cat land and mining schemes. The standard magazines are even in advance of the daily papers and are eliminating from their pages every advertisement of a questionable nature. Many of our best publications to-day stand back of and guarantee the statements in their advertising columns.

One publication that I know of has turned down in the past eighteen months a great deal of business that has been offered, because the head of the publication could not recommend the articles advertised to its readers. Isn't your advertisement or mine worth more in the columns of this publication? There are no laws in our statute books that require this rejection on the part of the publisher, but it is the high laws of moral ethics and right dealing that prompts such action.

Robert Frothingham has wisely said: "It is an essential to any considerable satisfaction with life that a man should have some spiritual quality. There must burn—or at least smolder—in him some spark of preference for truth, some prejudice, unsuborned in favor of righteousness. It is impossible to make life profitable on a purely material basis. This spiritual uplift imparts a keener sense of personal honor and stronger desire to mislead wilfully no man. It is the one thing that makes for honest, manly sentiment; that leads a man or magazine to stand for the right, without regard for consequences."

All these things show that the advocacy of honesty and truthfulness is more than a mere ideal or theory. Backed by courageous men, honesty is dominating every department of publicity. The old fake practices have passed away, and that which was offensive has been eliminated. There is a new era dawning, and it is worthy of the most careful thought upon the part of all publishers as to whether they can afford to purchase mere passing prosperity by all kinds of circulation claims and

all kinds of advertising schemes.

There are three tests by which the fitness of advertising can be determined. One publisher whom I know examines every piece of copy that comes into the office. "Can I afford to let my boy of 18 read this? Can my girl of 18 see this advertisement with safety? and can I with a clear conscience allow this paper containing this copy to come into my home?" are the three questions that he asks himself.

#### REGARDING FALSE STATEMENTS.

False statements in advertisements cannot be legislated against. I receive daily letters from ambitious legislators desiring to exalt themselves in the eyes of their constituents by enacting statutes making it a criminal offense for a false statement to be made in advertising copy. These readily find their way into my waste basket. The only way that advertisers can be induced to refuse to make false statements in their copy is by education. Show them the folly of untruthful advertising and you win your case.

The man who stoops to make a false statement is a cowardly liar. Don't advertise all silk hose for 98 cents if the toe and heels of them are made of cotton, although that would be an asset to the durability of the article. Men who would not tell a personal lie have not hesitated to perpetuate unspeakable frauds in the name of publicity, so that many have been led to regard advertising as a gross exaggeration. Who of you has not heard that oft repeated expression of contempt, "Oh, that's just an advertisement."

But the "survival of the fittest" influence has been bringing about a radical change in this condition. It did not take long to realize that misleading and untruthful advertising would not bring returns—that the dishonest advertisers could not achieve a permanent success any more than the dishonest merchant or manufacturer. There is a moral responsibility in advertising an untruth. It is just as much an un-



Indianapolis, according to the census of 1910, has a population of 233,650. It is, furthermore, the centre of a thickly populated and prosperous district. It has three big daily newspapers, all valuable advertising mediums, each with its own points of value and merit.

The wise advertiser who wants to cover Indianapolis and vicinity, includes the

## Indianapolis Sun

regardless of any other selection. Under new ownership and management, backed by ample capital, it is showing great gains in circulation and, consequently, in advertising patronage.

Both brains and money are contributing in building a powerful, popular and valuable newspaper.

The INDIANAPOLIS SUN recently passed the 30,000 mark, and is still growing. It is the only one-cent paper of the city.

Another Hoe press has just been added to its equipment.

It shares the afternoon field with the *News*, and there is little or no duplication of circulation.

The SUN is really the key to the advertising situation in Indianapolis.

Its present rate is extremely low for the circulation. Here's a chance to buy on a rising market.

THE JOHN BUDD COMPANY,  
Advertising Representatives,  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.



truth as if expressed in a personal statement.

How often we hear the expression that a man does not believe in advertising. I was riding on a Western train one day last winter and I met one of this species. He remarked that advertising was poor business. I asked him what brand of baking powder he would request should his wife send him to a store. He replied, giving the name of a well-known brand. I had him then and told him that because of his own narrowness he had been totally ignorant to real conditions and that the very fame which this article had attained by the expenditure of millions of dollars, had passed by him without the slightest notice, but that the result was plain.

National advertising is the highest type and one of the reasons why advertising managers should be the best to be obtained. A merchant or manufacturer cannot afford to misrepresent his article to the millions of housewives or business men. The day is here and is coming to be more general when advertising managers will not confer with the heads of departments but with the presidents and boards of directors of great firms.

Perhaps some of you will disagree when I say that advertising does increase the cost of living. But it is an increase in direct proportion to the increased comforts. Not so very many years ago, bathrooms in houses were luxuries. To-day almost every modern workingman's home has a bathtub. Thus it will be seen that advertising creates a demand and a satisfaction for new things. It is the best form of insurance, for it guarantees the business man that he will be in business to-morrow and the next day.

To be successful, advertising must be inspired by enthusiasm and fraught with brains. The country advertiser who inserts a notice in a country weekly during August, offering stoves at a bargain, is of course unsuccessful, and he says advertising doesn't pay. Good advertising is sales-

manship on paper, and it is something that requires honesty and efficiency to make worth while.

We need men in the advertising field who are honest and who have character. It is no place for the liar and sensationalist. They cannot prosper under its protection. But it is something for the man with honest methods and good merchandise. Advertising, plus these two requisites are essential for success and will bring success.

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#### THE INTELLIGENCE OF AD-READERS.

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Because a sage once said: "Brevity is the soul of wit," adwriters have been harassed by an insistent and sometimes senseless plea for brevity. The advertising world seemed to forget that only sages and the like could concentrate the soul of wit in a few words. But—every time the average adwriter has tried to emulate the sages, his brevity has possessed a wonderful resemblance to the "Quintessence of Nonsense." Besides, advertising is not a display of wit, but a plain and courtously worded selling story.

However, the cry for "Brevity" has been succeeded by the cry for "Simplicity," and one may be forgiven for hinting that what we term simplicity of style and language very often borders on childishness. Some advertising now running in the newspapers and magazines betrays a low estimate of the intelligence of the ad-reading public. It may be the acme of simplicity to tell the reader that *he cannot afford to be without this or that article*, but it is weak and drivelling advertising. The simplicity—which has a tendency, however remote, to antagonize the reader—should be ripped out of all advertising.

Since ad-readers constitute the more intelligent portion of a community, it would seem wise and profitable not to strain after simplicity over much. Directness of appeal—a sane and logical argument—should invariably take the place of what is termed simplicity. Simple language is always admirable, and can be used with telling effect by the adwriter who knows the approximate attitude of the buying public toward the article advertised. If he does not know this attitude it is his business to discover it, and study it carefully. Then he will eschew that simplicity which belittles the intelligence of his readers.—*Economic Advertising.*

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Franklin P. Alcorn, Fuller Building, New York, has been appointed foreign representative of the Elkhart, Ind., *Truth*, in the Eastern territory. F. W. Henkel, 150 Michigan avenue, Chicago, is Western representative.



# Are You trying to reach Investors?

A bank—advertising for depositors—secured over \$29,000 in *first deposits* as the result of a \$900 expenditure in the Christian Herald.

One bond house writes, "The Christian Herald leads our list."

Another states, "A single insertion of our advertising in the Christian Herald resulted in bond sales amounting to \$10,000 *within one week*."

A firm advertising Real Estate in the Christian Herald reports it to be "the most profitable medium used."

*Further details concerning these remarkable results may be had for the asking.*

If you are advertising to investors, you cannot afford to put off investigating the *unusual responsiveness of Christian Herald readers to investment advertising in the Christian Herald*.

Every week the Christian Herald reaches 335,000 substantial American homes of the most intelligent and influential citizens in their respective communities.

Evidently an unusually large percentage of them have money to invest.

Obviously the best way to reach them is to advertise in the Christian Herald.

The Christian Herald guarantees its advertisers to its readers in every issue.

The Financial page—editorial advice to investors—appears every other week. Your advertisement would therefore appear opposite or next relevant reading.

Can you imagine a more favorable setting for an investment advertisement?

Why not write us to-day?

Any delay simply means deferred profit.

**H. R. REED**  
**Advertising Manager**  
**New York City**

O. McG. Howard  
Marquette Bldg.  
Chicago

Charles Dorr  
6 Beacon St  
Boston

# CHRISTIAN HERALD

*We are pleased to announce  
that, effective January 5th*

**MR. GEORGE C. HUBBS**

*formerly with  
Long-Critchfield Corporation*

*became associated with this Com-  
pany, and is active in the work of  
delivering Dunlap-Ward service  
to the clients of this agency.*

*Mr. Hubbs' long and distinctly  
successful advertising experience  
adds another valuable element  
of strength to our organization.*

**The Dunlap-Ward Advertising  
Company**  
(Inc.)

**General Advertising Agents**

**Hartford Building**

**CHICAGO**

## MAKING PREMIUMS EFFECTIVE SELLING AGENTS.

SELECTING THE RIGHT LINE OF PREMIUMS—ADVICE TO AVOID CHEAPNESS—WIDE RANGE OF FIRMS USING PREMIUMS.

### *Ryan Experienced Premium User.*

Premium literature must be gotten up attractively; the premium must be well illustrated and described minutely. The descriptions must be accurate and truthful. Next if you are going to give a premium, give something that is worth getting. A woman examines a thing that she gets for nothing very much more critically than she does an article that she buys. Many people have gone into the premium business and made a failure of it, because they insisted on giving away the cheapest junk they could get. Your arrangements should be so made that your customers will receive the premiums to which they are entitled promptly. When a woman sends for a premium she figures out how long it takes the mail to go and come, allows about fifteen minutes for you to handle her order, and then begins to get anxious because her premium has not arrived. The next day she kicks, and usually keeps on kicking until the premium does come. Another point to be observed: never send out a premium with an advertisement on it. If a woman gets a premium with an advertisement on it, she is just as much wrought up as she would be if she received a new Easter bonnet with the milliner's name dyed in the feathers. When women have saved coupons for a premium they feel that they are entitled to a premium, and not an advertisement.

The character of the goods to be selected as premiums is one that requires the most careful consideration on the part of those contemplating using a premium scheme. Some people believe in giving as premiums something that their customers would necessarily have to buy. But experience shows that the most attrac-

tive premiums are those things which the people have long desired to possess, but have never been quite able to afford. If I were asked to mention the most popular premium, I should unhesitatingly say jewelry. The average premium man will tell you that he sends out more rings than anything else, and their popularity and satisfying power is proved by the fact that the same customers send in again and again for more rings. Other forms of jewelry are but slightly less popular. Following these in about the order named you will have flat silverware, sets of dishes, and complete outfits of enamel. We are now speaking particularly of the premiums that seem to appeal to women. Rugs, cut glass, furniture, toilet and table articles of silver or of silver plate are in unceasing demand. The woman who has never been able to afford cut glass sees an opportunity to acquire it without paying out good money, and she is anxious to save coupons. One point that a premium user must bear in mind, is that he must have a selection of premiums to appeal to every member of the family, arouse the combined interest of the father, mother and the large and small children. In this way you make a demand for your product that is so exacting that substitution is impossible.

One advantage that the premium plan has is that it makes substitution difficult. No matter how much money you spend in legitimate advertising, the dealer will substitute to a greater or less extent another article on which he makes more profit, but when a woman has collected sixteen or forty-two coupons toward a cut glass bowl, she refuses to buy another article of a similar kind which does not carry the coupons. Another argument is that it enables the manufacturer to obtain the fixed prices on his goods, and prevents the man selling similar goods at cut prices from stealing your business, which is easily possible where your demand is created by general publicity.

The premium catalogue if prop-

erly gotten up is one of the most potent forms of advertising for your customers. Your premium catalogue is kept. Any manufacturer using a premium scheme will tell you that he is getting demands for premiums listed in catalogues that were issued four or five years before. This means that the customers have kept a catalogue all these years, and have undoubtedly frequently consulted it. If in your catalogues you have sandwiched among the descriptions of premiums proper descriptions of your products, you may be sure that those descriptions have been read and re-read in a way that they never would have been if they had been published in newspapers which are thrown away as soon as read, or in magazines where they are lost in the vast amount of other advertising.

To what class of business are premiums applicable? They can be used advantageously with any article that is sold to the general public. They are also equally applicable to many lines of goods which are sold to special classes. One of the most successful premium schemes of recent years was the selling of belt dressing to manufacturers by the aid of a premium scheme. Of course the ideal product with which to use premiums is an article that is bought in small quantities and bought frequently. We have come to appreciate the quantities of premiums in connection with cereals, soaps, magazines, music and newspapers, matches, collars and cuffs, hosiery, tobacco, baking powder and things of that sort, but it may be news to some that condition powders, drugs, bulk whiskey, bulk sugar, flour, ready-made clothing for both women and men, harness, farm machinery, incubators and eggs, have all been successfully marketed by means of a live premium scheme. In a certain office there is a list of 42,816 firms who are using premiums in the United States. Probably no scheme of advertising has ever met with the opposition from the retail trade that premium advertising has, but in spite

of this the business has increased a hundredfold, and is still increasing. The furniture dealers claimed that if the grocer handled goods that enabled the people to get Morris chairs for nothing, they (the furniture dealers) would be put out of business. As a matter of fact, the acquisition of a premium by a woman does not lessen the amount of money she has to spend. If she has any money to spare for furniture, the fact that she has gotten an article or two for nothing, will not prevent her from spending her money for furniture, because she always wants more articles than she has money to buy. The only thing that can influence the sales of furniture, jewelry, crockery, rugs, and other articles is the amount of money the people have to spend, and that is certainly not diminished by the giving of premiums. The entire opposition to premiums has been based on a false conception of the matter. As a matter of fact, the premium plan is a godsend to many of the people because it gives them comforts and luxuries they could acquire in no other way. They certainly do get something for nothing. The only one who suffers is the man who has advertising of one kind or another to sell, and in him neither the manufacturer, the retailer nor the consumer have any particular interest.

#### JUDGE BUYS INTEREST IN DAILY.

Former Justice Joshua E. Dodge, who retired from the Wisconsin Supreme Court on October 1st has purchased the interest in the *Milwaukee Journal* held by the late John D. Schaum, one of the founders of the paper. L. T. Boyd and L. W. Nieman are the other owners of the *Journal*. It is understood that Mr. Dodge will take an active part in the management of the paper.

"The Garden Magazine Bulletin," which is "dedicated to those who have not arrived," is a new member of the advertising battery of Doubleday, Page & Co., publishers of the *Garden Magazine*. It is being used like a form letter, although printed on one sheet with a title head. It is mailed under a one-cent stamp. The second "extra" has an article, "Seeds Across the Sea," which recounts the experience of an English house which has advertised its seeds in this country.

# The Los Angeles Times

The paper that prints more pages and carries more paid advertising, year in and year out, than any other newspaper in America; that is a recognized prime factor in the development work which results in a 200% growth in the population of Los Angeles in the last decade.

## Dominant in Size, Quantity, Quality and Influence

On October 1st, 1910, at one o'clock a. m., the great plant and building of the Times was dynamited,—completely destroyed,—and twenty-one of its men killed, but a four-page paper was issued that morning from its emergency plant. The next day, Sunday, it issued 24 pages, and on the third Sunday of the month led all of its local contemporaries, as usual.

(An almost ludicrous incident of the tragedy was a boast of another Los Angeles paper, published in an advertisement in Printers' Ink of October 20th, that, "during the FIRST TEN DAYS of October, 1910," it "published more advertising than any other paper in Los Angeles"!)

The Times rapidly assembled new machinery and material, augmenting its emergency plant, and is again complete in equipment and manifestly stronger than ever with the people. Its circulation and advertising figures for 1910 were as follows:

### CIRCULATION

#### AVERAGE

**Daily** - - - - - **53,222**

**Sunday** - - - - - **85,753**

### ADVERTISING

**56,137 Columns or 1,192,911 inches**

THE LARGEST CIRCULATION IN THE HISTORY OF THE TIMES, AND THE GREATEST VOLUME OF PAID ADVERTISING CARRIED BY ANY NEWSPAPER IN AMERICA.

### THE TIMES-MIRROR COMPANY, Publishers

WILLIAMS & LAWRENCE, Eastern Representatives,  
Brunswick Building, New York. Marquette Building, Chicago.

## HIGH-CLASS MEN AND HIGH-CLASS SELL- ING CO-OPERATION

THE COMPLEMENTING QUALITIES OF  
ADVERTISING AND SALES MAN-  
AGERS—THE RIGHT RECOURSE IN  
A DEADLOCK—GOOD AGENCY SERV-  
ICE—THE WEAK EXECUTIVE, AGENT  
AND ADVERTISING MANAGER—AD-  
DRESS BEFORE NEW YORK ADVER-  
TISING MEN'S LEAGUE.

*By A. C. Burrell,*

Trade Aid Department of the Butterick  
Publishing Company.

It will perhaps be the most interesting to separate the relations between sales and advertising departments into the ideal and the actual.

The ideal is, of course, the high-class sales manager, the high-class advertising manager, and the high-class boss. There is always bound to be a clash between the sales and the advertising managers. The sales manager is a graduate of the school which carries a grip. He has traveled up and down the country both in the luxurious hotels and in the rural shanties where the flies are fellow-boarders and the pigs consort. He has been chosen because he is the best salesman. Of necessity he must lack some of the imagination, the faith, the optimism of the advertising man.

The man who must complement him must in turn be a salesman, but must specialize in the qualities which the sales manager needs little. The advertising manager is day by day growing to be the man who knows more about merchandising—in addition to his gifts of faith, optimism and the prophetic gaze, which make him quite depend on others to keep him within bounds. A well-balanced team of this sort produces the ideal results.

The ideal boss, the one who juggles the money-bag, must stand between and over them. When a plan goes across he must see that it conforms to safe financing and the broad aspect of the business. The gain or loss in-

volved constitutes his great criterion. When this machinery operates ideally, it produces ideal results.

But organizations are often so big, so slackly organized, that the man who jingles the purse is not really the head, and those who act for him give way to difficulties, prejudice and mis-calculation for want of the ideal boss.

But conditions are rarely ideal and things are often sadly mixed. The sales manager puts through his plan over the head of the advertising manager, or the advertising manager tries to put through an over-enthusiastic scheme, and they deadlock each other. Both should be equally independent in their field. The sales manager should tell what he *wants* done, but he should not tell the advertising manager *how* to do it. If he habitually permits himself to be told how to do it he does not deserve his title.

Many a sales manager reads certain magazines and is certain that they are the best—because he does not reason farther than himself, as the advertising man must. Such a sales manager is not a fair sportsman and has no imagination. He is the kind who is always calling for figures and cannot look beyond them. To be successful he must borrow faith from the advertising man, who, from the very nature of his business, deals always in that "beyond," with which the sales manager is impatient. I rather think that the best advertising men are beggars for more money and idealists with a "prophetic gaze." They understand the consumer far better than the salesman. When they write copy they can draw before them the great jury of the public, and write accordingly.

Every advertising manager knows what it is to produce copy that does not please the boss (nor possibly the boss's wife!). And every advertising man also knows that he was not aiming to please the boss—he was shooting far beyond the boss. He had in mind those retailers down in Arkansas, or that big class of intelli-

gent housewives, or those keen-minded purchasing agents.

And then no matter how good an advertising man or his organization, he should be backed up by a good service agent. How many advertising managers must admit that the tendency is to fall into a rut. The agent with his outlook on many campaigns, his trade investigations and his wealth of suggestion, is invaluable. He can help to make advertising salesmen out of near-salesmen.

How to delegate power is one of the most vital issues in business and advertising. The boss who knows how to get trusted men and give them carte blanche is the ideal boss. That is the way Morgan, Rockefeller and others work. There is no tinkering or daily check-up and bicker that eats into the soul. Both the sales manager and advertising manager under such a boss can have recourse to his judgment when they lock horns on a subject—as they inevitably will, let the cards fall as they may. If a man must fight alone, without such recourse, it often happens that the stronger personality wins, to the detriment of the business.

The weak advertising manager, the pretty picture chap, the buffer and "side-liner," the man who would rather be wrong than president, the man who plays favorites with solicitors—these are weak types that retard good business. In their class is the weak agent, whose organization is built up to get business.

The weak *executive* is also a mill-stone on industry. Corporations are falling into inherited hands now-a-days, and men with half thought-out ideas, men with none of the energy and incentive of their forbears, men too busy to think deeply—all these are easy prey to various evils and wastes. Take the near-system evil, for instance. The executive becomes impressed with the near-system man who tells him excitedly of the awful leak in his scrap pile or in the twine with which he wraps bundles. Such near-system men are quick to pass on advertising as a fancy expense.



The selection of one newspaper of a city as an exclusive advertising medium, is not so very difficult, after all.

The people make it for you.

Find the newspaper that is growing fastest along clean lines; a newspaper having a substantial basis and leading its competitors in growth and development.

You have at one fell swoop captured both the cause and the effect. You want to reach the people, and the people themselves have pointed the pathway to their doors.

If but one newspaper can be afforded, that's the one. If an expenditure permitting a more extensive and complete campaign is permissible, you have made a safe and sensible selection of the one to head the list. The

## New Orleans Item

has, during the past five years, demonstrated that the people of its city not only want, but will liberally support a live, progressive, up-to-date, clean and fearless newspaper.

No other New Orleans newspaper even claims to have anything like the daily circulation of THE ITEM. The only argument now is concerning the degree of approach.

It has been both cheered and damned for its outspoken position on race-track gambling and other public moral issues, but the cheering is a roar from the real people and the damning a selfish, back-handed whisper.

Convincing facts and figures in abundance are yours for the asking.

THE JOHN BUDD COMPANY,  
Advertising Representatives,  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

# THE EVENING TELEGRAPH PHILADELPHIA

## *Has Grip on Buyers*

This report proves conclusively that The Evening Telegraph has a powerful, concentrated city circulation in Philadelphia—the kind necessary to a successful advertising campaign. It gives you a tremendous grip on buyers.

Look through any issue of The Telegraph and you will find the advertisements of the most representative and successful advertisers, both local and national—covering every line of business—from the smallest exclusive shop to the largest stores including every department store in Philadelphia—representing the keenest space buyers in America.

### Read the Auditor's Report

#### AMERICAN NEWSPAPER ANNUAL AND DIRECTORY

Auditor's Report on THE EVENING TELEGRAPH  
PHILADELPHIA, PA.

Published by The Evening Telegraph, Inc.

Date of Audit—Nov. 7-9, 1910. Period covered by  
Audit—9 Mos., Jan. 1, 1910, to Sept. 30, 1910, Inc.

CITY		OUTSIDE	
Dealers	90,438	Dealers	21,648
Free for service	490	Mail	255
		Free for service	550
<b>TOTAL CITY</b>	<b>90,928</b>	<b>Total Outside</b>	<b>22,553</b>

TOTAL Average Circulation 113,481

Average circulation first month of audit (January 1910) 72,755  
Average circulation last month of audit (September 1910) 100,479  
Month showing highest average circulation (March 1910) 192,042  
Month showing lowest average circulation (January 1910) 72,755

The outside circulation within a radius of one hundred miles of Philadelphia includes the important points as follows: (each with 100 or more copies)

TOWN	COPIES	TOWN	COPIES
Allentown, Pa.	171	Mt. Holly, N. J.	108
Ardmore, Pa.	153	Norristown, Pa.	423
Atlantic City, N. J.	1910	Oak Lane, Pa.	106
Bridgeton, N. J.	121	Overbrook, Pa.	127
Bristol, Pa.	197	Phoenixville, Pa.	102
Bryn Mawr, Pa.	141	Pottstown, Pa.	194
Burlington, N. J.	203	Pottsville, Pa.	290
Chester, Pa.	667	Reading, Pa.	385
East Conshohocken, Pa.	130	Boyersford, Pa.	102
Delaware City, Del.	115	Trenton, N. J.	315
Eddystone, Pa.	130	Wayne, Pa.	109
Jenkintown, Pa.	109	West Chester, Pa.	162
Lancaster, Pa.	165	Wildwood, N. J.	113
Media, Pa.	153	Wilmington, Del.	1063

THE NET PAID DAILY AVERAGE FOR THE YEAR 1910

# 110,721 Copies

These figures are net—all unsold, free, damaged and returned copies have been omitted.

Sworn statement will be mailed for the asking.  
CIRCULATION BOOKS OPEN TO ADVERTISERS

BARCLAY H. Warburton, *President*



# 90 Per Cent. GOES STRAIGHT TO CITY HOMES in the Evening—The Psychological Time for the Advertiser

The Evening Telegraph made unparalleled record in paid advertising during 1910.

## Gained 909,558 Lines

more than the year 1909, but the reason is readily understood when you consider that The Telegraph brings results and gives more paid circulation concentrated in the city for each cent per line than any other newspaper in Philadelphia.

The minimum rate of 12c. per line can be obtained, provided a contract is made for 5000 lines or more before February 1st—when the new rate card will go into effect.

Why not share in the big results that are going to other advertisers. Write now for rates and more detailed information of our service.

J. F. KELLY, *Advertising Manager*

## THE EVENING TELEGRAPH PHILADELPHIA

### GENERAL OBSERVATIONS AND PARTICULARS

Perfect facilities were given in the office of *The Evening Telegraph* for the making of this audit. Access was had to the records of the standing orders from the ledger accounts with news companies and dealers; complete data of returns were available; and, wherever desired, satisfactory verification of all figures was made.

It was determined that out of total gross distribution so much as 99.26 per cent is net cash paid—only .74 of 1 per cent, is to be accounted for by papers taken by employees, given to baggage men and street railway men, mailed to complimentary list, etc.

The figures given exclude consequently all returned, unsold and left-over papers, files, copies mailed to general advertisers and exchanges, and sample copies.

During this period of nine months dealers handled on the average 99.04 per cent of total output.

"City" and "Outside" circulation is divided in the proportion respectively, of 80 per cent and 20 per cent. If, however, distribution in immediately adjoining suburbs were credited to the "City," it would be shown that the "Metropolitan District" took fully 90 per cent. of the *Telegraph's* entire circulation.

In the city dealers take 99.47 per cent; .53 of 1 per cent "goes free for service."

In the country 97.28 per cent goes to dealers; 1.14 per cent to mail subscribers; 1.58 per cent to those carried on the list as "complimentary" and to employees of steam railways.

It is to be noted specially that since the street railway strike in the spring of 1910, and indeed for five months preceding the date closing audit period, *The Evening Telegraph* averaged daily an actual circulation of 108,311 copies.

March average was highest; May, nearest the average for the audit period.

Chas. S. Patterson,  
Authorized Auditor

Philadelphia, Pa. November 9, 1910

## ENGLAND'S BIG THING IN HOUSE-ORGANS.

"LEWIS'S MAGAZINE"—THE HOUSE-ORGAN OF A PROVINCIAL DEPARTMENT STORE—HOW IT IS DISTRIBUTED—A POLICY IN FAVOR OF BRANDED GOODS.

### Special Correspondence.

CLUN HOUSE, LONDON, ENGLAND.

The house-organ idea is not greatly favored by retailers in this country. It is difficult to understand why it should not be, because if a retailer is so situated that he has to get out a little printed matter from time to time to the customers of his neighborhood, he will always get better results if he makes it look like a little periodical, and there is no reason why it should cost him any more to print.

The mistake most often made is to try to make a house-organ do the work of newspaper advertising. But in a country like this, where geographical distances are small, the retailer with one store is not always very favorably situated for newspaper advertising. For example, a single store in London can only use newspapers by being at the expense of covering a much larger area with its advertising than it can possibly draw business from, unless it does a large amount of mail order trade.

Mr. Selfridge uses the London dailies; but then he gets a good deal of business by post, and even he undoubtedly pays for more circulation than he gets the benefit of. But the part that he does get the benefit of is so valuable that with a big store like that he can afford to ignore the waste. The small store situated in the center of London, or on one of its edges, or in the suburbs, can hardly use either dailies or weeklies. The evening papers—and in London this practically means the *Evening News*—have, of course, a more concentrated field than the morning papers. The *Evening News* has well over half a million circulation, and from the nature

of things this must be concentrated within a limited radius of London. The wastage for a retailer is not so great there as in *The Daily Mail*, which has a circulation of nearly a million and gets everywhere from Land's End to John o' Groat's.

### OUT-OF-LONDON RETAILERS.

A firm of grocers in Portsmouth, Messrs. William Pink & Sons, used to issue a very nice little monthly house-organ called *Pink's Pictorial*. They had a chain of shops in Portsmouth. But after a year or two they gave up the house-organ and put the money in the local evening paper, with a great improvement in the results obtained from the money. Portsmouth happened to be a very favorable situation for this, because it has no morning paper (the morning paper is *The Daily Mail* of London) and only one evening paper, which covers the district like a blanket. Most likely they would have done better still if they could have appropriated enough money to run the house-organ and the newspaper advertising as well, but the fact is that they get excellent result from the daily insertion in the one local paper, always in the same position, but with fresh copy every day.

### LEWIS'S MAGAZINE.

Much the finest thing ever done in the way of a house-organ in this country is *Lewis's Magazine*; it is in fact better than any magazine ever attempted at this price. This is run by Lewis's, who own the finest department stores in Liverpool, Manchester and Birmingham respectively. *Lewis's Magazine* is illustrated full as well as any of the sixpenny magazines, and the reading matter is of quite good popular character. The quantity of reading matter is at least as much as any sixpenny magazine carries; but *Lewis's Magazine* is sold for one penny. Observe I say "sold." This is an important element of success. You can always get more out of any sort of printed matter that people pay for than out of any sort of

printed matter which you give them for nothing.

They first issued the magazine as an experiment at Christmas, 1908, and sold 50,000 copies at one penny. It contained sixty-eight pages. The following summer they made another experiment by issuing a summer annual of eighty-four pages, of which 100,000 copies were sold. Then they made it a monthly.

#### MEANS OF DISTRIBUTION.

*Lewis's Magazine* is not only sold at Lewis's own stores, but also through newsdealers and the railway bookstalls. It is advertised in the evening papers of Liverpool, Manchester and Birmingham and in newspapers of national circulation like *The Daily Mail* and *The Daily News*. There is a steady sale of 100,000 copies a month now, and it is growing. The editor-manager, Mr. Charles Brunning (who is also the advertisement manager of Lewis's), tells me that he expects with confidence to sell 125,000 copies of the Christmas number this year. The only copies given away are the vouchers and such supplementary copies as are circulated with the idea of getting advertising.

#### THE POLICY BEHIND THE MAGAZINE.

*Lewis's Magazine* was projected by Mr. Brunning, who has throughout been responsible for it, with a definite policy in his mind. He considered, and the firm of Lewis's are whole-heartedly with him in considering, that a fine, high-grade magazine at a popular price would increase the prestige of the firm. But the magazine has never been used for writing up Lewis's stores. Lewis's stores do not carry any advertising in the magazine, because the thing has a national circulation and wholesalers and newsagents order it from all parts of the country. My own news vendor leaves it at my house, for instance, on the first day of every month. The magazine is handled in a thoroughly dignified and conservative manner. But its effect in selling goods at Lewis's is unmistakable. The demand for advertising space is just a little

larger than the space available, and Mr. Brunning tells me that customers begin to ask for goods freshly advertised in the magazine almost from the moment of publication. Where samples of anything are offered they begin to be called for within an hour or two of the magazine being on sale.

#### PROMOTES TRADE EVERYWHERE.

The broad-minded way in which the magazine is conducted is illustrated by the fact that a considerable retail demand for goods advertised in it goes to other places than Lewis's. They like advertisers to state that the goods can be obtained at Lewis's, but do not insist upon their doing so. Lewis's advertise none of their own goods in the magazine.

The policy of Lewis's is strongly in favor of branded products. They are always trying to induce manufacturers to brand their goods and advertise them, saying that it is not fair to expect the retailer to carry the whole burden of selling or to take the whole risk of buying. In a department store the buyers are constantly gambling on their judgment of what the public is going to want. They have to buy what they think the public will want later on, before the public gives them the slightest clue. Now where goods are advertised to the public, this public demand is influenced and actually created; the buyer does not have to gamble on it. A good number of manufacturers who have never branded or advertised their goods before have been induced to brand and advertise them, and have put their first announcements into *Lewis's Magazine*.

One reason that Lewis's have such satisfactory results from their magazine is that they do not expect it to carry a heavier burden than it is capable of carrying. They are large advertisers in the local papers of each city where they have stores. The house-organ supplements this advertising and gets results from it at a cheaper cost than these results could otherwise be gotten.

THOMAS RUSSELL.

POSTAL TELEGRAPH-CABLE COMPANY

**NIGHT LETTERGRAM**

The Postal Telegraph-Cable Company (Incorporated) transmits and delivers this night lettergram subject to the terms and conditions printed on the back of this blank.

CLARENCE M. MAOKAY, PRESIDENT.

RECEIVED AT \_\_\_\_\_ DELIVERY NO. \_\_\_\_\_

INDEPENDENT COMPETITIVE PROGRESSIVE

Q21Ch Hy 153 N.L Count periods. 5 ex  
Des Moines, Ia. Jan. 8.

John Irving Romer, Editor Printers' Ink, 12 W. 31st St., New York

Every issue of Successful Farming for 1910 showed a decided improvement in every department over corresponding issue for 1909. More circulation. More and better editorial matter. Better

W. A. T. E. R. O. F.

make-up. Better art-work. More pages. More advertising income.

make-up. Better art-work. More pages. More advertising income. We are exceeding our circulation guarantee of four hundred thousand by one hundred thousand. Sixty percent of our old subscribers have renewed for two years or more. Our old advertisers are using larger space. Advertising income for January 1910 beat January 1909 by fifteen thousand dollars. January 1911 exceeds January 1910 by ten thousand dollars. We guarantee a full half million paid circulation Feb. and March. Both sure to be oversold. Advise your readers to get copy in at once.

E. T. Meridith,

Publisher Successful Farming.

Des Moines, Iowa.

# 500,000 Guaranteed

PRINTERS' INK.

103



# HOUSEHOLD NUMBER COMFORT

*The Key to Happiness and Success  
in over 100 Million and a Quarter Homes*

DEVOTED TO ART, LITERATURE, SCIENCE AND THE HOME CIRCLE.  
VOL. XXIII

NO. 5

MARCH  
1911.

Published at  
AUGUSTA  
MAINE.



*"We Got To Clean House"*

# MARCH COMFORT

that great Home Furnishing number, full of helpful hints on house-cleaning, replenishing and renovating is relied on by

*a Million  
and a Quarter  
Thrifty Housewives*

*of the independent middle class for information on the best methods and improved appliances in household economy; who are ambitious to make their homes comfortable and attractive, and have the means to do it; who control the household exchequer and do the buying. March COMFORT, loaded with the subject uppermost in mind at house-cleaning time will be eagerly read.*

*Seize the  
Supreme  
Opportunity*

which March COMFORT affords, to tell your story to the women buyers just when they are most hungry to know your goods.

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## THE SPIRIT OF ORGANIZATION AND CO-OPERATION IN BUSINESS.

UNITED ACTION FOR COMMON GOOD  
AND BETTER SYSTEM A RAPIDLY  
INCREASING PHENOMENON—HOW  
IT OPERATES THE ORGANIZA-  
TIONS OF RAILWAY MEN, MANU-  
FACTURERS AND OTHERS—HOW  
THE GERMANS DO IT—RETAILERS  
CO-OPERATING WITH PROFIT—AD-  
VERTISING MEN PROMINENT.

*By Charles W. Hurd.*

The railroads got the surprise of their lives in the recent rate increase hearing, by learning how beautifully organized was the movement against the increase. They were aghast at the interlocking committees, the amalgamation of widely varying business interests, and at the apparent ease and swiftness with which this organization was accomplished and centrally manipulated.

It is doubtful if there is any activity or tendency showing more youthful vigor, developing, that is to say, any faster or holding within itself more possibilities, than the multitude of voluntary, co-operative business organizations and inter-working bodies which concern themselves with better business method, quick dissemination of information and union of forces for the accomplishment of commonly desired aim.

These mercantile, industrial and trade organizations include in their membership the very ablest and most influential men of the country and constitute a force or power which is almost incalculable.

It is a power that has been used, nevertheless, to a comparatively slight degree heretofore. Like the water power running to waste in every corner of the country it has been harnessed only in part and generally for minor tasks, such as regulating trade interests and composing trade difficulties. But the day of bigger tasks seems to have arrived, and all along the line there is a livelier, more expansive movement, ranging from the campaign like "Boston 1912" which is

being conducted by the Boston Chamber of Commerce and other bodies, up to the attempts of such organizations as the National Civic Federation to grapple with the great problems of the day which profoundly affect business.

These tendencies are also indicated in one of the most recent of organizations, the Railway Business Association, made up of the manufacturers, dealers and contractors of different lines who furnish material to the railroads. Oddly enough, the association was not organized to secure a direct, immediate advantage. It was organized to "win favor for the railroads and establish just and wise policies concerning them." The men who furnish materials to railroads are vitally interested in the prosperity of the latter. No prosperity, no fresh capital—no capital, no extensions. And railroad extensions make the market for the members of the Railway Business Association. Enlightened self-interest, indeed!

Equally enlightened is the way the association has gone about its work. Its chief activity is to head off what it regards as unwise legislation, state or national, in regard to the railroads. In doing this, it seldom opposes bills, out and out. It confines itself usually to urging caution upon the legislators, and leaves it to the investigation to reveal the conditions. This seems a typical instance of modern restraint and dependence on the facts to tell the story.

On one occasion the Association was advised with less than forty-eight hours' notice that a Senate committee could grant it a hearing in Washington. Word was passed around and forty representative business men from eight or ten states dropped everything else and headed for Washington, some of them ploughing their way through Western blizzards. A statement had to be prepared at short notice to be read to the Senate committee.

"Some of our members," says the president of the association, Mr. George A. Post, "got up from their beds at the hotel at four o'clock in the morning to

gather and go over the manuscript, line by line."

This kind of activity on the part of the Railway Business Association has naturally strengthened it in the affections of the railroads, and while this was not its object, and does not afford any peculiar advantage to the members, nevertheless it does make the transaction of business a much simpler and more cordial proceeding, no doubt. As the sales manager would say, it does sweeten trade.

The participation of leading business men in work of this sort is not, of course, a new thing, but the scale upon which it is being done, is being anticipated, and planned and organized for, is new. Nearly 1,000 strictly commercial organizations are listed by the United States Department of Commerce and Labor. All of these have the set functions of regulating trade, supplying credit information, removing friction, and harmonizing differences. All of them also stand ready to protect the interests of the trade when threatened by adverse legislation. A few of them have also engaged in actually constructive work, have investigated conditions of one sort or another, gathered data and made recommendations. This latter kind of activity has been growing as business has grown. It has attempted to meet the need for more rapid readjustments in commercial and industrial conditions than business itself on the one hand or the civil authorities on the other hand could make. The manufacturers and merchants, in other words, have tried, as individuals, to clear up the business situation and have not succeeded, and now they are going after it in an organized capacity.

And they are going after it, too, in a thoroughly determined way, bringing into their organizations the demands for system, data and results that they make in connection with their own lines. Demands for data mean research. The idea of doing this in an exhaustive, conclusive way has gained ground slowly, but it has arrived, and card catalogues, dia-

grams, graphics and tabulations are now the order of the day in more than one association.

Take, for instance, the wobbly matter of the tariff. No association, indeed, is attempting to draw up an ideal tariff, though various associations have made exhaustive analyses of different sections of the tariff. Nevertheless, about the first official investigation ever made in the modern manner (that now being made by the temporary tariff commission) was inspired by one or more associations. The intention was that it should be a permanent commission. The request to that effect was disregarded by Congress. This very month, however, Congress is being asked to reconsider its decision and provide for a permanent commission. With this object, the National Tariff Commission Association is holding a convention in Washington. This association, also, is young. It was organized two years ago, and is an interesting illustration of how new movements outgrow the care of their sponsor organizations and become themselves powerful organizations with paid forces of trained workers to carry on the campaign.

The parent or one of the parent organizations in this case was the National Association of Manufacturers, itself the largest and possibly the most powerful association in the world. This organization has developed its service to a high degree. It supplies to its members information on export matters and foreign banking, customs tariffs, languages, etc. It affords legal advice on corporation taxes and other details of that character. It publishes an organ, *American Industries*, in one domestic and two export editions. It registers its opinions on all important subjects of public importance. It keeps a watchful eye trained on Washington, for which purpose it supports a special Washington service. It publishes, besides, a trade index, confidential trade bulletin, foreign credit reports, and maintains a foreign collection bureau. It recently sent two of its members to Europe to investigate the impor-

Mr. National Advertiser—

Mentally picture the kind of good-living, intelligent, prosperous, progressive people in homes like your own.

There you have an imaginary but very real "composite photograph" of the readers of

# HARPER'S Magazine

tant subjects of industrial indemnity insurance and the prevention of accidents.

The National Civic Federation is not a commercial organization, but it is an organization of business men and its activities are followed with the greatest interest by other business men. The Federation has assumed the huge task of reducing to intelligible terms the great problems of regulating the great business combinations and quasi-public utilities, of compensation for industrial accidents, arbitration, profit sharing and several other questions.

The field of organization is, of course, far from being covered. There are many gaps yet. In Germany, where they do some things better, the chambers of commerce are semi-official bodies, and they are organized into a national body. This body is represented at Berlin by a permanent legislative committee whose duty it is carefully to scrutinize every piece of legislation proposed, and in the event of its being of dangerous character to oppose it and rouse the constituent chambers of commerce to oppose it. The organized chambers have other functions. With characteristic German thoroughness, they have worked out and put into effect a scheme of trade expansion which covers the world.

"In Caracas, some time ago," says Mr. William R. Corwine, secretary of the National Association of Clothiers, "I met three commissioners from these German chamber of commerce. They were traveling through the country, investigating commercial conditions in all lines. When their reports reached Germany the manufacturers there who were interested made use of the information by sending their traveling salesmen to secure the trade uncovered and possibly half won by these avant-couriers, who, by the way, were naturally exponents of the best commercial and technical training and men of culture as well.

"We have not in this country," Mr. Corwine adds, "any clearing house for information between the Government of the United

States, which through its departments of Commerce, State and Treasury, is endeavoring to expand business, on the one hand, and, on the other hand, the great business interests themselves, either in commercial or trade organizations, or independent.

"As a matter of fact, we have the suggestion of such a clearing-house in the National Council of Commerce, organized some three years ago, at the instance of the Hon. Oscar S. Straus. The idea had the approval of (then) President Roosevelt and Secretaries Root and Cortelyou, but I do not know if anything further has been done. Probably the increasing interest of American manufacturers in the foreign market will have a stimulating effect on the project, which to my mind is an excellent one."

Organization is the modern business watchword straight down the line, from railway presidents to retail dealers. The formal inactive boards of trade have, in many cities, been replaced by live retail organizations, which co-operate in paying railroad fares to outlying customers, through a scheme of special tickets procurable by the public at ticket agents' offices.

Credits are also co-operatively handled, with great benefit, while store hour, vacation and other regulations are unified. Wholesale organizations in big cities advertise co-operatively and refund fares.

The American Specialty Manufacturers' Association has done great service smoothing out ugly wrinkles in the grocery trade, and other organizations of manufacturers have done similar good to their lines. In many cases such organizations can only be social and general. For instance, in the pottery and glass field, the national organization is composed of both domestic manufacturers and foreign importers, whose interests are naturally opposed to each other, to a degree. Their meetings are largely social, therefore, and the bond is naturally becoming stronger with each annual dinner.

Reforms which it would be impossible, or very laborious, to accomplish are possible with perfected organization, and the mutual profit to be thus secured appeals to every shrewd business man.

The list of active associations might be indefinitely extended, without leaving the region of progressive endeavor. The numerous advertising clubs, organized into a national association, can possibly show achievements second to none. The constructive work of the Business Science Club, the Technical Publicity Association, the Advertising Men's League, of New York, and many others elsewhere, is gaining attention. It is observable that advertising men have been especially active in organization for business progressiveness.

A national organization of sales

managers is spreading and doing much good in standardizing progressive conceptions of selling.

The Pilgrim Publicity Association, Boston, the Chicago Association of Commerce, the New York Board of Trade and Transportation, and the Merchants' Association have all accomplished things of great business importance.

Some employers are set against their men belonging to such organizations, fearing that secrets will leak out; but they are few and far between.

Resolutions favoring a state publicity bureau and an appropriation of \$100,000 for more extensive course work have been adopted by the Sioux City, Iowa, Commercial Club. Included is a clause ordering that Sioux City's representatives in the legislature be asked to give their hearty support to these proposed measures.

## Watch Your Step!

**I**N your advertising policy—once you hit on the proper sentiment, a very small amount of money will start it off. The people rush to your rescue, like children to a rubber ball.

On the contrary, if your scheme lacks the compensating elements and merely looks good to untrained eyes, no amount of money will make it go. It's a matter of Metaphysics after all. Why not have your advertising plans gone over by a neutral outsider who makes that his business? Let me send you my CREDO.

**JAY WELLINGTON HULL, Consultant**

Tribune Building, New York



"Science is a search for nature's own way of doing the thing," says Emerson.

# vroom-

 **taylor**

**I** HAVE a few distinctive roughish brown and grey suit patterns that make up splendidly into Lounge or Business Suits---\$45. ¶ These garments are not too heavy, nor too light. In fact, they may easily be worn until April or May.

The Lounge Suit (made without "padding" and "stiffening") is the commonsense suit for the business man

## Eleven fifty five Broadway

# LIST OF NEW ADVERTISERS APPEARING IN 1910.

VALUABLE COMPILATION OF NAMES—  
FINE SHOWING OF NEWLY DEVELOPED BUSINESS—ALL SECTIONS REPRESENTED—LIST FROM "COLLIER'S."

*New York City.*—American Fibre Matting Company, matting; Robt. K. Belden sheet music; Bubble Quick Company, bottle heater; Bona Fide, finance; Butter Merger Company, butter; Best Silver Company, pins; Hawkes & Jackson, thumb tacks; Hamilton Book Company, books; Herrick Hicks & Colby, finance; Abby Beatrice Knowles, beauty culture; Harrison Granite Company, monuments; Malcolm & Stuart, finance; Northern Music Rolls Company, player piano rolls; Physical Culture Publishing Company, publisher; Translucent Window Sign Company; signs; Fox Metallic Tire Belt Company, tires; Florida East Coast Railroad railroad; American Law Book Company, books; H. A. Banker, real estate; Adam Budge, stationery; Cook & Cobb, letter files; Industrial Investment Company, finance; Isolated Plant Magazines, publishing; R. Morgan & Co., cigarettes; John Martin, letters for children; Ocean Beach Improvement Company, real estate; Poultry Digest, publishing; R. S. Peale, finance; Plympton Gardiner Company, finance; Waterloo Press, publisher; Anticor Mfg. Company, corn shaver; Boven Mfg. Company, placket fasteners; Burch Bailey & Co., linens; J. H. Comstock women's gowns; Holmes Silk Company, silk; Home Outfit Company, stencil outfits; Lampart & Hoff Line, steamship; Reiling & Schoen, silks; Rogers & Thompson, silks; Royal Silk Mills, silks; Rubber Company of America, tires; Sherman & Sons, cloth; Valencia Lace & Embroidery Company, laces; Miss M. C. Wood, tours; American Play Company, plays; Wolston H. Brown, finance; Hiram Barton Company, mushrooms; J. C. Drucklieb, pipes; H. J. Frost, fishing tackle; Fred Hollyer prints; Interstate School Music, correspondence school; Koffy Settlers Company, coffee settlers; Mutual Profits Realty, real estate; J. W. Morgan, advertising agency; McBride Winston Company, publisher; Matthews Phonograph Company, phonograph records; C. H. Nicholson, books; New York Mortgage Company, finance; Post Bureau, correspondence school; E. B. Putnam, shaving soap; Salada Tea Company, tea; Turn-a-mint Churn Company, butter churns; J. H. Wilday, optical goods; Wm. H. Brown & Sons, cloth; Brocard Company, perfumes; Hickson & Company women's clothing; The Lingerie Shop, undergarments; Wm. Prym, garment fastener; Touring Club of America, tours; Theo. Tiedman & Sons, maline; Waverly Mfg. Company, waists; Dean Alvord Company, architects; Aloha Souvenir Company, novelties; Apenta Company, mineral water; Brilliant Cut Glass Company, cut glass; Bicycle World & Motorcycle, publisher;

Wm. Bernstein, shoes; Wm. H. Dean Company, rompers; Electroline Company, silver polish; Geo. W. Ely, real estate; Seymour Eaton, real estate; Thomas W. Enery, postals; Fairchild Publishing Company publishing; Granulator Soap Company, soap granulator; Gilbert Barker, gasoline tank; Garden Craft, willow turn; Prof. Heller, correspondence school; Hatch Mansfield Company, wines; Holbrook, auto bodies; Hilo Desk Company, desk attachments; David Kramer, desks; Leyden Chemical Laboratory, shoe polish; Modern Electric Publisher, publisher; National Dry Goods Company, hosiery; Nightingale Whistle Manufacturer, auto whistles; New York Bible Society, finance; Hy W. Peabody, chair casters; Royal Washer Company, washer; S. Stein & Co., men's clothing; Spengler Specialty Company, cooker; Schelling Endless Shoe Lace Company, shoe laces; Standard Nitrogen Company, rat exterminator; Dr. C. F. Smith, dental specialist; Spon & Chamberlain, books; Utility Import & Export Company, vacuum cleaner; U. S. Art Company, postals; Mrs. Valentine, renting agent; Western Union Telegraph Company, telegraph; M. Witmark & Son, sheet music; Mme. Kinner, corsets; John D. Cutter, floss; Pneumatic Form Company, dress forms; Hef Chemical Company, disinfectant; Robt. Reis & Co., underwear; Geo. Smith leather grips; Woodward & Ace, lingerie; Zephyr Awning Shade Company, awnings; United Beadwork Company, beads; American University Club, club; American Educational Alliance, books; Fidelity Bond & Mortgage Company, bonds; Garter Guard Silk Hose Company, hosiery; Gili & Reigate, furn.; Famous Cloak & Suit Company, women's clothing; French Art Stencil Company, stencil outfits; London Stereopticon Company, photographic views; Oakley & Co., perfumes; National Home Products League, finance; Sentimental Traveller, publishing; Eusten Miles, sanit; Manhattan Beach Hotel, hotel; Murray Chemical Company, sunburn lotion; Prospect House, hotel; C. D. Rude, cutting school; Mme. Rubstein, beauty culture; Mrs. Ritchie, widow caps; Short Ballot Orgin, finance; Simplex Auto Company, autos; L. F. Castle, millinery; W. Turner Lord & Co., furn.; United Art Novelty Company, tricks; Western Novelty Company, novelties; Stacey Wilson, employment bureau; White & Weld, finance; New York Shield Company, antiseptic powder; Security Bill Folder Company, bill folder; Kaumograph Company, embroidery; London Feather Company, feathers; Big Bros. Society, homes desired; Brown Walker Simmons Company, machinery; M. S. Borden, fatoff; E. B. Caldwell, finance; Graves Supply Company, gas ranges; Jenkinson & Alardyce, men's tailors; Lebolt & Co., jewelry; Motor Touring, tours; Norton Novelty Company, bridge score; National Mfg. Company, watches; New York Fabric Company, dress goods; Super Coils, super coils; Hotel Willard, hotel; Evening Sun, publishing; C. N. Halliday, shoe polish; Corlies Macey, wedding invitations; Cosgrain Speedometer, speedometer; Presbyterian Board

The Examiner for the Association of American Advertisers on his recent visit to New Orleans reported a

CIRCULATION of 22,258

ON

THE DAILY AND  
SUNDAY STATES

¶ This was an *increase* on his former report, and the circulation is *still* increasing. THE STATES shows a healthy growth all the time, both as to Circulation and Volume of Advertising, Local and Foreign. This fact goes to prove that the results to Advertisers are satisfactory.

¶ For the year 1910 THE STATES led its nearest competitor by 29,444 inches of Local Advertising. The local man is on the ground and should be a good guide to the Foreign Advertiser.

Sole Agents—Foreign Advertising

The S. C. Beckwith Special Agency

New York

Chicago

Kansas City



of Trade, books; Hall Camera Company, cameras; Ed. Harrison Baker, publisher; *Every Woman's Magazine*, publisher; *American Motorist*, publisher; B. Fischer & Co., coffee; Gervaise Electric Company, electric lights; Carl Laemmle, films; Midway Pacific Oil Company, finance; International Handkerchief Company, handkerchiefs; Later & Sons, collar buttons; Smooth Hip Company, petticoat fastener; C. C. Shayne, furs; Worth Feather Company, feathers; American Oriental Tour Company, tours; Pleasure Cruise Department, steamship; Dr. Chas. Shepard, Turkish, baths; Alca Vacuum Cleaner Company, vacuum cleaner; A. G. Blaisdell, real estate; Best Ring Company, rings; W. R. Cattle, jewelry; Cassier Magazine, publication; Cowie & Co., cordials; Barbours Linen Thread Company, thread; Jas. C. Crane, Creme Elcaya; Crudol Company, hair tonic; Freeman & Co., finance; Forest Mills Knit Underwear Company, underwear; C. G. Gunther Sons, furs; Emily Pratt Gould, gowns; Gollier Dwiggin, cigars; Hatch, confections; Hersfelder & Sons, jewelry; Lansburgh Bros., finance; John A. Mear, petticoats; Mosfern Company, fern dishes; National Underwriting Company, finance; National Library, books; *Survey*, publication; Star Products Company, finance; F. A. O. Schwartz, toys; Tissot Picture Society, Bible pictures; National Ostrich Feather Company, plumes; Paris Fashion M. O. House, women's clothing; Pooley & Co., furnishers and decorators; Rossenwasser Bros., leggings; United Railways of Hawaii, railway; American Bank Note Company, playing cards; American Aeroplane Company, aeroplanes; J. F. Carey, willow furn.; Central Sales Company, razor stropper; H. L. Crawford, finance; Crichton Bros., silverware; Fox Stiefel & Co., motor clothing; Fifth Avenue Bond & Mortgage Company, finance; Gus Balzer, tire air tank; Innovation Program Company, musical instruments; Jordan & Dean, baseball game; Manhattan Cigarette Company, cigarettes; Metropolitan Willow Plumes Association, plumes; Royal Copenhagen Porcelain China Company, china; Simms Magneto Company, magnetos; Stalter, insurance; Stewart Distilling Company, rye whiskey; Whitcombj Metallic Bed Company, beds; Cape Farms Ostrich Plume Company, plumes; A. N. Chandler, tours; Sanderson & Sons, tours; General Realty & Mortgage Company, finance; Mines Report Bureau, publication; National Mfg., rugs; Radio Company, curling iron holder; Berkefeld Filter Company, filters; Business Development Company of America, finance; Books & Print Shop, books; Cupples & Leon, books; Fur News Publisher, publisher; Innovation Program Company, programs; E. H. Jackson, games; J. F. Martelli, liquors; Stewart Distilling Company, rye whiskey; Standard Dry Goods Company, hosiery; Silk Hosiery Company, hosiery.

*New York State.*—Dress Pin Company, pins; Isaac Hicks & Sons, pines; Model Incubator Company, incubators; Mitchell & Church, dress goods; McDonnell & Sons, monuments; Rosedale Nurseries, roses; American Separator

Company, cream separator; Barcalo Mfg. Company, beds; Booth Hyomei Company, patent medicine; E. & W. Mfg. Company, toaster; Deposit Seed Company, seeds; Gillette Skirt Company, skirts; Rochester Re-Inking Company, re-inking pad; Science Press, publishing; Allan T. Wood, seeds; Clinton Publishing Company, publishing; Empire Auto Institute, correspondence school; Ft. Stanwix Specialty Company, safety locks; T. S. Hubbard Company, trees; Ramsey B. Hough, trees; F. Messelman, real estate; The Oxygenerator Company, health appliance; Peck & Co., metal rivets; R. Foster Stone, tours; Syracuse Gas Engine Company, gas engines; Westchester Woolen Company mail order; Wright Aero Company, aeroplane; Andover Stamping Company, cooking utensils; Luxury Sales Company, shaving brush; Dr. John T. McIntee, tooth powder; L. E. Roda, auto polish; Stephens Mfg. Company, fireless cooker; Drosis Company, talcum powder; Binghamton Book Company, books; Harder Mfg. Company, silo farm implement; C. J. Kullner, puzzle; Eugene H. Ferree, match guards; Silver Brush Company, hair brushes; Sycamore Hotel, hotel; Texas Pure Aluminum Company, cooking utensil; A. B. Weaver, correspondence school; Pease Mfg. Company, mail order; Rose Art Studio, stick pins; Treman King & Co., ice cream freezer; Calls Anto Riggs Company, dentifrice; G. J. Emeny, furnaces; Frank B. Howard, postals; Mutual Fabrics Company, dress goods; Perry Mfg. Company, moth killer; Duffie McInnery, lace chemisettes; John Ebberts Shoe Company, shoes; Fix-It Mfg. Company, furniture repairer; National Roofing Company, roofing; Bulbs Auto School, correspondence school; John F. McKinna, clocks; Tuthill Cut Glass Company, cut glass; Dahstrom Metallic Company, doors; Sterling Company, typewriters; Security Company, agents wanted; Victor E. Coine, furnace tender; Cheese-a-Bit Company, cheese; James Cunningham, autos; Consumers Mfg. Company, gas valves; Elmira Skirt Company, skirts; Flower City Class Pin Company, class pins; Frisbie Stansfield Knitting Company, underwear; Frisbie, Coon & Co., men's collars; General Knit Fabric Company, underwear; Lasher Real Estate Company, real estate; St. Lawrence Mills, waists; Swartout Mfg. Company, hand carts; Victor Suspender Company, suspenders; Utz & Dunn, shoes; W. W. Carlisle, electrical novelties; Giroux Mfg. Company, hair tonic; Hydro Vacuum Cleaner Company, vacuum cleaner; Lyman Bros., publishing; Tanke Company, jewelry; Frederick A. Tyler, hot water generator; United News & Stationery Company, stationery and publishing; Allows Foundry Company, brass castings; C. C. Battin, gifts; Dugan & Hudson Company, infants' shoes; H. H. Goodwin, handkerchiefs; Manchester Garment Company, dressing sagues; Taylor Import Company, feathers; Wythe & Co., ink-off powder; Standard Mfg. Company, pen-nants; Robeson Cutlery Company, cutlery; Jas. M. Reilly Company, books;



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## About Montreal Advertising

Montreal and THE MONTREAL STAR are synonymous in the mind of the progressive advertiser. Every year more new Canadian campaigns are started through the Promotion Department of THE STAR than through any other Canadian newspaper.

If your goods are on sale in Montreal, if there is a market for your product in this section, you cannot move sales by leaving the local publicity up to the local dealer or by depending on the scattered circulation of American magazines in this territory.

If interested in Canada, start your 1911 campaign in Montreal—the metropolis, the business and trade center, of the Dominion. Rates in THE DAILY STAR are very low indeed considering circulation (over 75,000 daily) and thoroughness with which field is covered.

Important statistics regarding trade conditions in Montreal and Canada relating to any class of merchandise furnished on request.

DAN A. CARROLL,  
Eastern Representative,  
Tribune Building,  
New York, N. Y.

W. Y. PERRY,  
Western Representative,  
First National Bank Bldg.,  
Chicago, Ill.

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Queen Sweater Company, sweaters; H. J. M. Remun, art calendars; Chase Motor Truck Company, autos; Sullivan Motor Car Company, autos

*Philadelphia and South.*—Asso Tile Mfrs., tiles; Alex. Brown, banking; E. P. Bunyea, patents; Chamberlain Hotel, hotel; A. R. Campbell, bed clothes faster; Children's Aid Society, home; Duffie & Company, patents; Thos. Fuller, books; Grape Products Company grape juice; Harrison Nurseries, plants; Johnson & Johnson, shaving cream; Lovell McConnell, Klaxon whistle; F. C. Cohn Granite Company, monuments; J. S. Noll, seeds; Pinehurst Hotel, hotel; Penn Wall Paper Mills, wall paper; Southern Amer. Congress, finance; Standard Mfg. Company, dry electric batteries; L. W. Watson, roaster; Antique Company, sewing table; Frank Clark, stick pins; Crocker Wheeler Company, electric fans; Thomas Cort, shoes; Merkel Light & Motor Company, motor cycle; Willis Company, timber land; Paul Miller Taylor, ivory miniatures; Standard Utilities Corporation, catalogues; Slatington Bangor Slate Syn. Company, slate; Blaisdell Paper Pencil Company, pencils; Bagott Correspondence School, correspondence school; H. C. Berger, cigars; College Irish Gaelic, correspondence school; Civil Service Record, service record; Educational Food Campaign, lessons on dieting; John Earle, sanitary; Fernald Mfg. Company, harness attachment; Free Information Bureau, information bureau; C. H. Frasier, religious articles; L. Grief & Bros., men's clothing; C. Francis Jenkins, automobiles; A. B. Kirchbaum, men's clothing; Luzerne Skirt Company, skirts; McIlwaine stores, men's wear; Musical Correspondence College, correspondence school; *Manufacturers' Record*, records; Montross Metal Shingle Company, shingles; N. Y. Flat Iron Company, patents; Philadelphia Suburban Publishers, publications; Rayland Hosiery Company, hosiery; Wilson Bros., fertilizer; Auto College of Washington, correspondence school; Belber Trunk & Bag Company, trunks; Wm. Cramm & Sons, marine motors; Crude Oil Products Company, hair health; Electric Hose & Rubber Company, garden hose; Hamilton Rubber Mfg. Company, garden hose; W. Harve Engineering Company, cards; Luther W. Hopkins, books; Marathon Romper Company, rompers; The Montclair, hotel; Marshlard, real estate; J. R. Kein (Shackmaxon), men's clothing; Individual Pattern Company, patterns; Northwest Townsite Company, real estate; Philadelphia & Reading Railroad, railroad; Razoredge Company, razors; Sporting Life Publishing Company, publications; Abrahamson Business College, correspondence school; American College of Parisian Derma! Art, correspondence school; American Photographic Text Books, books on colors; Barr Ribsam, lawn edger; Carrier Koeth Company, tools; Clark Blade & Razor Company, razors; C. Phys Standard Supply Company, books; E. F. Carpenter, real estate; S. H. Deroy, shower baths; Greeley & McIntire, patents; L. Goldsmith & Sons, trunks; M. T. Smit, scarf pins; R. Smith, pictures; H. T. Woodward, patents; Stevens Institute of Technology, correspondence

school; Denworth Rug Mills, rugs; C. H. Frasier, publications; Grindstone Inn, hotel; Walter H. Howe, real estate; Hess & Son, paste solder; Janney Steinmetz & Company, gasolene outfits; Mt. Airy Rose Company, roses; President Shirt Company, shirts; Tiger Knitting Mills, mills; Miss N. C. Tripler, agents wanted; Atlantic City Free Information Bureau, guide book; Aerial Stamp Company, aeroplane; Betsy Ross Flag Company, flags; Leo Depurator Company, wrinkle remover; Glen Summit Springs Hotel, hotel; Liberty Refining Company, jewelry; Stemmerman, photocraft; Harry B. Salter, dress shields; Harriet Frances Shaw, beauty box; J. V. Vandiver, furnaces; Anderson Shorthand Type Company, typewriters; Antio Institute, sanatorium; Alden Bro., poultry; Earle Hopkins, agents wanted; Stay Put Company, fly paper holder; Standard Sales Company, agents wanted; Frank Smith, metal windows; American Bronze Company, bronze metal for autos; Belle Mead Company, chocolates; Frankel Millinery Shop, feathers; Hart Kraft Motor Company, automobiles; Lauter Company, pianos; Literary Bureau, publications; Magnetic Cutlery Company, cutlery; Meyer Jonasson Company, women's clothing; National Fireproofing Company, Natco tiles; E. Rosenfeld & Company, pajamas; Vanadium Company, hotel; Acca Mfg. Company, blotter pads; Wm. Davis, mole remover; Bruguer Chemical Company (Bel Bon), face cream; Alaska Fur Company, furs; Fostoria Glass Company, candle lamps; Gable Flat Hook & Eye Company, hooks and eyes; Goodman Sons & Company, publications; Herald Engraving Company, invitations; Sanitary Comb Cleaner Company, comb cleaner; Shaw & Leopold, pipes; Walter M. Steppacher, men's shirts; Young Safety Razor Company, razors; Bishop The Bird Man, canaries; Star Mills Mfg. Company, rugs; Chamber of Commerce, real estate; T. A. Eaton, petticoats; French Mfg. Company, collar bags; F. A. Davis, books; Lowentraut Mfg. Company, skates; M. Purcell, hair goods; Penn DeBarth, book labels; C. G. Rochat & Sons, jewelry; Art Metal Counter Front Company, counter fronts; J. E. Cushman, jewelry; Colonial Shoe Company, shoes; Electric City Silk Company, men's furnishings; Guyasuta Mfg. Company, water air pipe covering; Howe Rubber Company, rubbers; Linborg Baldwin Company, patents; McCalla Company, postals; Newark Cut Glass Company, cut glass; Penn Chocolate Company, chocolates; Pyle & Company, real estate; Ben Sternfeld, baths; Spuhler Novelty Company, cigar lighter; Wood Waste Distilleries Company, alcohol; I. Warren Company, No-Rub clothes washer; Mercer Auto Company, automobiles.

*New England.*—Burr & Knapp, banking; Barnby Manufacturing, zephyrs; Clinton Wire Cloth Company, screens; Dow Mfg. Company, magnetos; Healy's Ticket Agency, tours; H. Thompson Hyde, miscellaneous; J. G. B. Van Lennep, school for salesmen; J. G. Johnson, watch fobs; Bowker Insecticide Company, insect destroyer; A. S. Hinds, infants' wear; Ipswich Mills, hosiery; Kennebec Boat & Canoe Company, canoes; Keen Cutlery Company, razors;

From "Dayton (Ohio) Daily News"  
January 9, 1911.

## Record Advertising Feat Accomplished

Newspapers in 256 Cities of  
United States and Canada Car-  
ried Paid Notices Saturday of  
N. C. R.'s Convention.

day. Advertising men claim that it  
was the quickest service ever per-  
formed in this country, when the  
magnitude of the contract is consid-  
ered.

One of the biggest advertising feats  
ever pulled off in this country was  
the publicity given the National Cash  
Register company's special train of  
the "Hundred Pointers" from New  
York to Dayton. The publicity was  
in charge of the H. E. Lesan Adver-  
tising Agency of New York, and was  
personally directed by Charles M.  
Steele.

Less than three weeks ago the un-  
dertaking was decided upon. Satur-  
day daily papers in 256 cities in the  
United States and Canada carried  
from one-half to two pages of adver-  
tising matter for the company which  
had been prepared in the meantime  
by the agency.

It was the preparation of the copy  
and the plates for the advertisements  
that was really the biggest work of  
the agency. In the first place, the  
advertisements carried the cuts of 188  
salesmen. Each cut had to be made  
from a photograph, and in many in-  
stances the salesmen had to be tele-  
graphed to for their photographs.  
Then drawings had to be worked up,  
and the advertisements furnished for  
the various publications, as there was  
a change of copy for every city in  
which the advertisement appeared.

Not only this, but the advertise-  
ments appeared in many languages,  
German, Italian, Greek and Norwe-  
gian, as well as English. The copy  
and plates had to be prepared in time  
to reach every city in Canada and the  
United States for publication Satur-

*"Unusual"  
service  
has been  
characteristic  
of this  
Agency  
since its  
beginning.*

## H. E. LESAN ADVERTISING AGENCY

NEW YORK: Fourth Avenue Building

CHICAGO: Old Colony Building

A. F. Loomis, finance; La France Tours, tours; N. E. Lighting Company, lights; Practical School Salesmanship, corr. school; Randall Faichney Company, auto horns; University Press, publishers; L. D. Warren, stationery; Walker & Pratt, ranges; Black Cat, publication; Burnham Antique Company, books; Columbia Motor Car Company, automobiles; Combination Orchard Company, real estate; Cape Code Products Company, ointment; Glenwood Coal Gas Range Company, ranges; A. G. Greeley, shoes; Howard Dustless Duster Company, dusters; Needham Stamp Company, stamps; A. P. Ordway, sweet corn; Newton Paper Company, sheathing paper; H. L. Patzold, pens and pencils; Phono Harp Company, auto harps; Perforated Pattern Company, stencils; W. C. Phillips, stamps; Stevens Duryea Company, automobiles; Standish Worsted Company, worsted cloth; School of Expression, correspondence school; T. S. Tolman, pictures; Union Card Company, postals; Whittemore Brothers, shoe polish; W. F. Young, absorbent medicine; Auer Blade Company, razors; Oliver Ames & Son, shovels; Bay Path Institute, correspondence school; Roger W. Babson, agents wanted; C. M. Dunbar, dictionary; Naporisa Brush Company, brushes; A. J. Orem & Company, banking; Bryant & Pollard, stamps; E. Stoddard, tours; Talcott Electric Company, telephones; D. S. Andrews, herrings; Bliss Fabyan & Company, dress goods; Burlingham, importer; Chas. A. Case Shoe Co., shoes; Dominion Atlantic Railroad, railroad; R. R. Grabow, banking; Kolynos Company, women agents wanted; Chas. K. Reed, books; Smith Publishers, publishing; Spencer Turbine Cleaner Company, vacuum cleaner; F. J. Smith, publisher; Vermont Hosiery Company, hosiery; Webster Specialty Company, auto lights; Yankee Company, dishwasher; Globe Gas Light Company, gas stoves; Gorman Mfg., pot handles; Maplewood Hotel, hotel; Dean Chase Company, shoe laces; Elite Conservatories flowers; Globe Ear Phone Company, car phone; O. C. Walden, postals; Joseph W. Wells, pipes; Boston Correspondence Institute of Languages, correspondence school; United Shoe Machinery Company, shoe machinery; Whitman & Hough, jewelry; Beacon Falls Rubber Company, rubbers; Colonial Worsted Mills, men's trousers; Davis Kleans Easy Company, duster; Glastonbury Knitting Company, underwear; Gorton Pew Fisheries, fish; E. Grandfield, author; P. C. W. Mfg. anti sash rattler; Providence Oil Company, shoe oil; Forster Mfg. Company, tooth picks; Dighton Mfg., fabrics; Liggett Company, chocolates; C. A. Nicholas, publisher; Nathan & Hurst, pendants; Mrs. Caroline Osgood, hair remover; *Photo Era*, publication; Samson Cordage Works, clothes lines; R. F. Simmons, fobs and chains; Wm. Welch Stanley, tea; Stuart & Skinner, awls; Tilton Woolen Mills, woolens; F. Vorenburg, clocks; Aero Safety Mirror Company, mirrors; E. T. Bennett, books; E. V. Badger & Son, candle sticks; Hasley Mfg. Company, heat regulator; Myhtib Rubber Tire Preserve Company, tires; Milton Chemical Company, dusters; Ed. Miller & Company, lamps; Puzzle Com-

pany, postals; Silver Lake, clothes lines; G. Willis Whipple Company, stick pins; Beers Sales Company, portable electric lamps; R. W. Call, pillows; D. C. Coe, ironing board clamps; Adolph Suck, architects and engineers; John T. Manning, umbrellas; Harry B. Powell Company, finance; Thos. C. Perkins, securities; Rice Bros., launches; Smoke Shop Specialties Company, pipes; Cosgrain Speedometer, speedometer; Couch & Seeley, speedometer.

*Chicago and West.*—Canadian General Investment Company, finance; Colgan Gun Company, gum; Central Brass Mfg. Company, faucets; Century Banking Company, bonds; A. S. Dietzman, asparagus; Detroit Steel Products Company, sashes; Editor Oil Book, publication; First State Bank, banking; N. W. Grant, garment rack; German Nurseries, plants; Holz Mfg. Company, bottle holder; Herz Mfg. Company, self-heating irons; T. W. Henry, soap; Implement Company, water ballast; J. E. Jones, embroidery; Kalamazoo Corset Company, corsets; Kentucky Refining Company, cooking oil; Kelly Motor Truck, auto trucks; Lansing Wheelbarrow Company, wheelbarrows, Monarch Loan Company, finance; McGregor Bros., plants; E. T. Meredith, postals; John Henry Newton, architects; Hupp Yeats Electric Car Company, autos; American Liquid Fire Proofing Company, pyrolin; S. F. Bowser, gasoline tanks; Burbank Land Company, real estate; Jas. P. Burns, ladies' shoes; Blanke & Supply Company, incubator; Clarence Mayer, men's clothing; Culver Poultry Farm, incubator; Carstens & Earle, finance; Dunham Company, lawn rollers; Deming Company, spray pumps; Empire Mfg. Company, wheels; Eureka Fish Trap Company, fishing material; Excelsior Novelty Company, snoring device; Alfred E. Gwynn, architects; Harris Wood Fibre Mantel Company, mantels; Higgins Mfg. Company, screens; Hitchcock Orange Orchard Company, real estate; Lombard & Son, finance; Land Information Bureau, real estate; W. Z. Long, pop corn machine; Dr. Geo. Lyman, hair brushes; H. C. McDaniel, finance; Meier Shoemaker, seeds; Modern Specialty Company, statuettes; International Stock Food Company, stock food; Pilgrim Self Thread Needle Company, self-thread needle; Pine Ridge Sanit, sanit; C. W. Post, finance; Railway Association, correspondence school; Ruby Archer Studio, books; Realty Mortgage & Bond Company, real estate; Sheffield Mfg. Company, sewing machine; Stein Double Cushion Tire Company, tires; Star Rubber Company, water bottle; W. Ray Simpson, sanit; American Motor Cycle, cycles; Ellis Art Company, postals; John V. Farrell, linens; Hussey Bros., medicine chest; Morris Mann & Reilly, hair goods; National Publishing Alliance, book; New South Farm & Home, real estate, Scholl Mfg. Company, foot ease; Triple Tread Company, tires; Swain Nelson & Co., plants; Ware Progress, real estate; H. H. Wilson, decorated cutlits; Anglo French Art Company, China painting; Alamo Mfg. Company, electrical outfits; Adcrofters, finance; Commercial Specialty

# Brooklyn Eagle New Records

## SIXTY-NINE YEARS OF STEADY GAIN IN ADVERTISING.

The Eagle closed 1910 with 9,818,715 lines of advertising. Only two newspapers in Greater New York exceeded that record.

## The Eagle First in The Evening Newspaper Field

Excluding the Sunday issues and taking only the six week-day issues The Eagle carried more advertising than any evening newspaper in New York City. Here are the records of the four leaders:

Daily Eagle (Excluding Sundays).....	6,456,430
Evening World .....	5,430,462
Evening Journal .....	5,626,439
Evening Telegram .....	5,734,351

These figures prove that advertisers consider the Brooklyn Daily Eagle the most valuable evening newspaper in Greater New York, and that the Daily Eagle printed nearly three-quarters of a million lines of advertising more than its nearest competitor.

## DRY-GOODS ADVERTISING 1910:

Here are some more startling facts:

The Eagle made the largest Gain in Department Store Advertising.

Brooklyn Daily Eagle.....	3,149,613	Gain 366,543
World .....	3,255,959	" 295,699
American .....	3,099,173	" 331,964
Herald .....	1,925,837	" 192,193

## AUTOMOBILE ADVERTISING.

The Eagle gained more than any other paper in New York City. Its gain over 1909 was more than 130%.

Brooklyn Eagle gained.....	162,069	lines.
New York Times gained.....	161,182	"
New York Herald gained.....	150,509	"
New York Sun gained.....	100,997	"

## REAL ESTATE ADVERTISING:

The Eagle carried more Real Estate advertising than any other New York City newspaper with two exceptions.

## RAILROAD AND STEAMSHIP ADVERTISING:

Brooklyn people are the greatest travelers in the city. The Eagle, therefore, carried more of this class of advertising than any other paper, 445,716 lines. Its nearest competitor carried 433,454 lines.

## HOTELS AND RESORTS:

Excluding New York City hotel advertising, The Eagle carried the largest amount of hotel and resort advertising of any paper in the country, 505,19 lines.

Advertisers—even the uninitiated—know that the Brooklyn Daily Eagle Circulation is 100% result producing. Every copy of The Eagle goes into HOMES THAT ARE WORTH WHILE TO THE ADVERTISER.

Company, adder; Crown Knitting Company, sweaters; B. F. Cummins, postage stamp perforator; Colonial Stamp Company, stamps; Cameron Company, hance; G. A. Glieson, hair goods; Hotel La Salle, hotel; Mohawk Mercantile Bureau, correspondence school; Moorman Mfg. Company, skate sharpener; National Music Company, sheet music; Peerless Heater Company, water heater; G. S. Rice, correspondence school; Wrigleys, Spearmint gum; Avery Company, auto trucks; Business Training Institute, correspondence school; A. W. Chaffee, real estate; Cyclone Fence Company, fences; Cowherd Bros., hance; F. B. Dover, stamps; Dunson & Gay, bonds; Emeel Illustrating Company, postals; R. F. Fischer, Poultry; Fitch McKay Mortgage Company, finance; Griswold Seed Company, seeds; Gleim Art Company, pillow tops; Hosterman Publishing Company, publication; In Our Country's Service, publication; Progressive Press, publication; R. W. Phelps, photo supplies; N. O. Strand, skis; Sweethearts Company, games; Sharp Edge Company, stocking darning; Joseph E. Thomas, finance; Tampa Morning Tribune, publication; Walrus Mfg. Company, soda fountains; Lincoln Commercial Club, real estate; American Cities Realty Corporation, finance; American Technical Society, encyclopedias; Ashley House Sewage Deposit, sewage distributors; Chas. R. Boyssett, adder; Ederheimer Stein & Company, men's clothing; Fletcher & Rossiter, real estate; Pinellas Grove, real estate; Lousey Varnish Company, varnish; Tyrell Ward, mail order; Vacuum Insulating Company, fireless cooker; Armstrong Quam Company, drill outfits; Ali Baba Post-Card Company, postals; Arsenal Varnish Company, varnish; Allen Mfg. Company, finance; Brail Novelty Company, airships; Breese Bros., roofing; Natural Resources Sec. Company, finance; National Stencil Company, stencils; Pollak, cigars; Peoples' University, correspondence school; F. F. Rheems, rice; R. J. Kieger, correspondence school; Saunders Sealer Company, envelope sealer; Saffia Turkish Tobacco Company, tobacco; Miss Josephine E. Short, tours; *Southwestern Farmer*, publication; Sunshine Flower Garden, plants; Termaat & Monahan, marine engine; Franklin Taylor, hot water bottle; Tobin Improvement Company, real estate; Taylor Nursery Baby Bed Company, beds; U. S. Cutlery Company razors; Wilbur Stock Food Company, stock food; Your Truly Company, canned goods; Western Mortgage Company, finance; Burbank Land Company, real estate; A. E. Atchison, typewriters; Artist Exchange, pictures; Pierce Motor Company, autos; Bauer & Black, corn plaster; Chic Wood Finishing Company, varnish; Cornwall Farm Land Company, real estate; Continental Art Company, paper fastener; Evelyn Cunningham, beauty culture; Investment Realization Company, finance; May Company, razors; McCorry Company, finance; I. S. Purcell, pianos; E. Ropp & Son, agents wanted; G. M. Root, finance; Stevens Mfg. & Supply Company, candy machine; Security System, agents wanted;

S. W. Straus, publication; School Business Writing, correspondence school; Santa Rosa Plantation Company, real estate; U. S. Land & Irrigation Exposition, real estate; L. W. Watson, cooking utensils; Henry L. Wilson, bungalows; Rae Yaffe, corset covers; Anchor Trust Company, finance; Belding Hall, refrigerators; B. H. Bonfoey, mortgages; Bour Mfg. Company, marble shooter; Commercial Electric Company, book on toys; Cleveland Auto School, correspondence school; I. I. Case, threshing machine; B. Franklin, books; Ficks Carriage & Reed Company, baby carriages; Florida Indian River Land Company, real estate; Greater Des Moines Committee, real estate; Globe Soap Company, soap; Joplin Art School, correspondence school; R. L. Kenyon, house wrecking; Lip Reading Institute, correspondence school; LaCrosse Tie Slide Company, tie slides; Lullaby Cradle Company, cradles; Leona Garment Company, children's clothing; Luzerne Park Fruit Association, real estate; Monarch Mfg. Company, concrete mixer; Mexico Tropical Land Company, real estate; H. E. Nussbaum, squabs; *Outwest Magazine*, publication; River Home Poultry Yards, auto poultry feeder; Raymond Land Company, real estate; Rafter Mortgage Company, real estate; Sanitary Water Pump Company, water pumps; Safe Cabinet Company, safe cabinets; School of Watchmaking, correspondence school; Stilbona Mfg. Company, silver polish; Wilder Strong Implement Company, lawn roller; Apperson Bros., autos; Bourne & Bond, fishing reels; Corona Mfg. Company, tent couches; Courier Car Company, autos; Detroit Portable Shower Bath Company, shower baths; Freeport Hook Company, fishing hook; Gordon & Ferguson, tents; Luther Grinder Mfg. Company, tool grinder; Alfred J. Krank, massage cream; Racine Auto Tire Company, tires; W. F. Robeson, sporting goods; T. C. Staley, architects; Chas. C. Smith, auto gloss; Tourist Association, tours; Warren Motor Car Company, autos; M. M. Proctor, real estate; Michigan Construction Company, architects; Backbone Publishing Company, publications; Jas. Vogle, finance; L. C. Grains, razors; J. Hofmeister, beers; *National Irrigation Journal*, Publication; Standard Earth Auger Company, farm implement; Superior Hinge Company, hinges; Baker & Lockwood, hammocks; Florida Chair Factory Company, swings; Great Western Auto Company, autos; Monarch Tool Mfg. Company, tools; Reeves & Bollie, architects; Roberts & Roberts, architects; Sebring Wind Shield Company, wind shield; Till Mfg. Company, collar supporters; Valley Oil Company, auto oil; A. B. Wade, agents wanted; Wood Mantel Mfgs., mantel; American Blower Company, blowers; Angildle Computing Scale Company, scales; American Crayon Company, crayons; Atlantic Refining Company, auto oil; Anti Ant Company, ant poison; Geo. F. Barker, real estate; Bing Burner Company, burners; H. L. Baldwin, portraits; Consumers Cooler Company, water cooler; Thomas Trust Company, finance; Diller Mfg. Company, cooker; Escon



# The Evening Wisconsin

**Milwaukee's Leading Home Paper**

**E**VERY Paper goes straight as an arrow into the home of a Reader—a Buyer. Its advertisers tell us they can trace absolute, direct results. Ask any of the leading Merchants in Milwaukee, and they will tell you "It is the **BEST** paper in Milwaukee, and we spend **MORE MONEY** with them for advertising than with any other paper."

If you only intend to use "one" paper in Milwaukee, **THE EVENING WISCONSIN** is the **ONE** to select

The Evening Wisconsin is the best Classified Medium in Milwaukee.

## CIRCULATION

Average in 1909.....	37,122
Average in 1910.....	41,897
Increase 4,775 or 12½ Per Cent.	

## Advertising Carried in 1910

Agate Lines.

Department Stores.....	1,562,428
Local Advertising.....	1,312,654
Foreign Advertising.....	944,916
Classified Advertising.....	602,588

Total for year.....	4,422,586
Increase in City.....	13%
Increase in Foreign.....	48%

**JNO. W. CAMPSIE, Business Manager**

**CHAS. H. EDDY,**  
Foreign Advertising Representative  
New York Office, 1 Madison Avenue  
Chicago Office, 150 Michigan Avenue  
(Robt. J. Virtue, Mgr.)

Daily  
Circulation  
Over

**41,000**

Circulation  
Examined and  
Attested to by  
The Association  
of American  
Advertisers.  
Oct. 3, 1910.





## Don't Look in a Price List

until *after* you have selected the cover stock for your next Catalogue or Booklet. Look *first* in a sample book of

## Buckeye Covers

Have "Buckeye Proofs" made from your cover design; compare them with similar proofs on high-priced stocks; *then judge* whether Buckeye Cover is "too cheap" for your purpose.

Make this test and you'll understand why so many advertisers are *paying less for their cover stock and putting the difference into better art work and printing.*

Tell us what kind of a book your next is to be, and we'll submit proof that *the effect you want* can be secured by the proper manipulation of Buckeye Cover.

Buckeye Cover is sold by representative jobbers in all principal cities. Your printer knows the nearest. Sample Book free if requested on your business letterhead.

**The Beckett Paper Co.**  
MAKERS OF GOOD PAPER  
in Hamilton, Ohio, since 1848

dido Valley Land & Planting, real estate; Erker Bros., stereopticons; Ft. Stockton Irrigation Land Company, real estate; Glide Road Machine Company, road machine; Good Roads Improvement Company, asphalt oilene; Canadian Northern Steamship, steamship; Indianapolis Neckwear Company, ties; International Specialty Company, heel cushions; Illinois Holmes University, correspondence school; Little Folks Shop, children's clothing; McCormick Mfg. Company, whitewasher; Martin Company, olive oil; N. O. Nelson Mfg. Company, sewage disposal; Packard Industrial Company, real estate; Sheboygan Mineral Water Company, mineral water; Simonson School & Realty Company, correspondence school; F. J. Sander, sanit.; Superior Chemical Company, lawn lime; E. A. Tinkham, bridge whist; Wattles & Co., molasses; Typewriter Sales, typewriters; Springfield Motor Car Company, autos; Aero Novelty Company, novelties; American Bond & Mortgage Company, real estate; Channell Chemical Company, polish; Chicago Auto Company, Motor Guide; Excelsior Steel Furnace Company, furnaces; Frederickson Company, salesman wanted; Insect Tube Company, ant exterminator; Novelty News Company, publication; Peoples Portland Cement Company, cement; Solid Comfort Company, easy chairs; Typewriter Distributing Company, typewriters; Mrs. A. K. Campkins, corset covers; Fredrickson Tours Company, tours; Lexington Motor Boat Company, boats; Rohrbacher Auto Fire Pump Company, tires; Sterling Mfg. Company, agents wanted; Geo. L. Shuman, tours; Westcott Motor Car Company, autos; Bees Bureau Information, resorts; Burlington Brass Works, faucets; Bank of Tampa, banking; Baby Shop, infants' wear; Cunningham China Company, China; J. S. Chick Investment Company, real estate; Dean Mfg. Company, marine motor; Friedman Shelby Shoe Company, shoes; German American Post-Card Company, postals; Hall Mfg. Company, weed destroyer; Hine Thome Company, ant exterminator; Jefferson County Bldg. & Loan Company, finance; Indiana Refining Company, roads; Money Against Brains Bureau, finance; Merchants Bank & Trust Company, banking; Muskegon Knitting Mills, hosiery; E. R. Moras, books; Mannie Sanit., sanit.; Nasalfilter Company, hay fever apparatus; Opportunity League, real estate; Western Maple Syrup Company, syrup; Wayne Oil Tank & Pump Company, oil tanks; White Valley Gem Company, gems; Students Art Magazine, publication; Everglade Magazine, publication; Family Atlas Company, publication; Glad Tidings Publication, Publication; Kennelelectric Company, hat cleaner; Progress Self-Help University, correspondence school; Robertson & Young, banking; H. H. Willison, favors; Albright Igniter Company, spark plugs; Badge Handle Company, grip handles; Chas. A. Coye, hammocks; M. C. Dow, face cream; I. D. L. Mfg. Company, shampoo; Rock River Cotton Company, cotton; J. J. Judd, porch swings; Amarillo Improvement Company, real estate; D. Ar-



thur Bowman, finance; Century Banking Company, banking; Davis & Struve Bond Company, finance; C. Esbrayat, finance; Ft. Stockton Irrigation Land Company, real estate; Ginseng Corporation of America, Ginseng; Greene Abstract & Loan Company, finance; T. Obermayer, poultry book; Russell Miller Milling Company, flour; Reeves Pulley Company, pulleys; Rosenthal Folding Furniture Company, furniture; Rogue River Corn Orchard Company, real estate; Radio Company, polish cloth; Trade-mark Title Company, trademarks; Waterloo Cement Machine Company, cement mixer; Western Stock & Bond Company, finance; C. A. Elmen & Co., maps; Los Angeles Invest Company, builders; P. G. Mayhew & Co., cotton; Atlas Stamping Company, book marks; Creamery Package Company, ice freezer; Home Skirt Marker Company, skirts; North Tampa Land Company, real estate; Ulen Sutherland & Co., finance; Mabley Button Fastener Company, button fastener; H. Stern Company, ostrich feathers; Velie Motor Vehicle Company, autos; Block Light Company, lights; D. & L. Bates, gardenieres; Bacon Olds & Straight Co., finance; Browns' Home Study School, correspondence school; Toledo Safety Razor Company, razors; Day & Hansen Security Co., finance; Evening Post, Publication; Fresh Air Appliance Company, sleeping porch; Industrial Commission, finance; Idaho Mortgage Security Company, finance; A. M. Knight & Co., finance; J. H. Lucke, cigars; Order of Owls, organizer wanted; Ohio Bus Institute, correspondence school; Portage Manufacturing Company, baby vehicles; W. W. Richards, finance; Sager Loomis Company, finance; Twinplex Manufacturing Company, razors; A. Wagner & Levien Company, publishers; Omaha World Herald, finance; American Knitting Mills, sweaters; Auto Blue Book Publishers, publication; Brigham Jewell Company, crab meat; B. R. Barta (International Drugless Institute), correspondence school; Dr. C. H. Berry, freckle cream; Chicago Technical College, correspondence school; Home Ironing Machine Company, ironing machine; Langston Press, sheet music; Murine Eye Remedy Company, eye remedy; Making of America Company, publication; Spencer Apiaries, honey; Bolles & Jennings Artesian Land Company, real estate; Duluth Corrugated Manufacturing Company, garage roofs; Endless Neckwear Co., neckwear; Florida Homeland Company, real estate; Guernsey Earthenware Company, earthenware; Kahn Tailoring Company, men's clothing; McCaskey Register Company, registers; Walter E. Orthwein, finance; Rowe, Vowel Shorthand Company, correspondence school; State Board of Immigration, real estate; Union Savings & Building Trust Company, banking; Victor Manufacturing Co., razor strops; J. C. Vining Investment Company, real estate; Jas. S. Warren, real estate; Western Clock Company, alarm clocks; Clark Manufacturing Company, strainer; Fulton Mfg. Company, Vacuum Cleaners.

(To be continued.)

## The New Science of Business Management

The American Magazine announces the first complete and authoritative account of "Scientific Management," written by the originator of the system, and its greatest and most successful exponent—Frederick W. Taylor, of Philadelphia.

Increasing value to national advertisers of the March and subsequent numbers.

Since Brandeis pointed out to the railroads how they could save a million dollars a day through the adoption of simpler and more practical methods, he has been swamped with letters from business men in all parts of the country asking for details. He aroused a national demand for information that is overwhelming. Captains of industry and their lesser lieutenants, as never before, are questioning their own way of doing things. Self-examination is the order of the day. Hence the importance of the Taylor articles in The American Magazine. Frederick W. Taylor is the famous engineer who founded the new plan of business efficiency, and his successful experiments served Brandeis in substantiating many of Brandeis' claims.

"The New Science of Business Management" articles that begin in the MARCH number of

## The American MAGAZINE

will continue through the spring and summer months.

They will thus serve the national advertiser in a double capacity:—(1) As a spotlight and checking system on his own business. (2) As a means of increasing his field of prospects among the more substantial class of men and women of the country. This is YOUR opportunity.

March forms close Feb. 1st.

\$312 per page.

PHILLIPS PUBLISHING COMPANY  
31 East 17th Street, New York  
150 Michigan Boulevard, Chicago, Ill.

## WHAT A YEAR OF FARM ADVERTISING HAS DEVELOPED.

TEXTILE FIRMS GOING AFTER THE  
FARMER — MAIL-ORDER DEPART-  
MENT STORES MAKE SIGNIFICANT  
CAMPAIGN — SOME OF THE AC-  
COUNTS DEVELOPED IN PAST YEAR.

The most significant event of the past year, to those interested in developing the rural market, has been the movement of textile and dry goods houses to reach the farmer.

Priestley Cravenette, Wright's Health Underwear and Skinner's Satin have all been represented by good copy and a serious campaign. The Eddystone Prints were in the farm press before 1910 and continued through the year to build up business by a consistent use of these mediums.

At least two of the big department stores east of the Mississippi have evidently realized that the farm field is as much theirs as Montgomery Ward's or Sears-Roebuck's, of Chicago. Wanamaker has advertised a piano in several farm papers and Macy's, of New York, has advertised more generally its mail-order department.

It is pertinent to quote here the remarks of a keen observer regarding the effect the installation of the parcels post would have upon the country dealer. This man asserted that the storekeeper in the country must depend upon *quality* of goods if he hopes to survive the powerful centralizing forces so evidently in operation. He was firm in his belief that the country dealer had a service to perform in the commercial world which is his and his alone. The big houses situated at a distance from the rural consumer cannot render personal, face-to-face service which the latter constitutionally demands in his buying. While they will undoubtedly secure a large amount of the trade that will come from the indiscriminating, they cannot make serious inroads upon the rural public that demands an

assurance of quality and the strength of a guarantee that means something. Only the dealer on the ground is in position to give such an assurance, and such a guarantee—for he cannot afford to do otherwise.

Samuel E. Leith, Eastern manager of the Associated Farm Papers, estimates that nearly fifty new general advertisers appeared in the farm papers in 1910. About eighteen of these were from the Eastern field. Among them are Colgate, American Tobacco Company, Corn Products Company, Keystone Watch Company, South Bend Watch Company, Washburn-Crosby Flour, Wanamaker and Macy, New York Central, as well as the textile advertisers mentioned above. William H. Whitney, of the Orange Judd papers, places considerable significance upon the invasion of the farm field by concerns of the type of Wanamaker and Macy's.

Mr. Leith, in a statement prepared for PRINTERS' INK, indicated some of the fundamental causes making for progress in farm paper advertising. He said:

"Nineteen ten was the best and most prosperous year in the history of Agricultural America, for the simple reason that 1910 saw the greatest perfection in agricultural education—and please do not put the credit anywhere else.

"Our great colleges, experimental stations, state granges and other societies, the Agricultural Department at Washington, our lecturers, the railroad instruction trains, and last, but not in the smallest sense, least, our greatest of all rural educational forces, the farm press, all did their best work during 1910.

"Good farm papers found it easy to obtain circulation; first, because our Government by a more rigid enforcement of postal laws has stopped the unlawful mailing of more than eighteen million free sample copies, which not only deluged the mail every month with really bad reading, but served to make some farmers indifferent about paying for a good paper; secondly, because editors, publishers and business

managers are doing their utmost to give the reader an "honest value"—instructive, interesting and dependable paper and at a price he can well afford to pay; thirdly, because every force for agricultural betterment is doing all in its power to make the farmer a regular reader of the good farm papers, realizing that the more paid subscribers the real farm paper secures, the better agricultural conditions are bound to be.

"Farmers cannot read these papers without improving. Generally speaking, we find the farmer a very willing reader—he wants the education and is willing to pay for it.

"In the present generation of the American farmers we are dealing with sturdy business men—men of means, men of ideas, men of education, men who simply won't stand still.

"The demand for superior work on farm papers was never equal to that of the present time, and publishers are very willing to pay the price—nothing but the very best will do; and this demand for superior quality reaches beyond the editorial column—it extends to type, illustrations, paper, yes, even to wrapping and mailing.

"Our publishers have at last awakened to their own strength as real selling forces. They have devoted money and time to the study of trade conditions and how to better them. Data have been secured showing the farmer as a purchaser of certain goods and his ability to secure and pay for them.

"Our advertising patronage of 1910 increased because city men of business are daily being forced to a higher regard for the purchasing ability of the American farmer.

"It is proven to the manufacturer that ninety per cent of the farmers are in far better shape financially than are the same majority of city folks—they have more real money to spend.

"Do you realize that the farm owners on Long Island have a larger amount of money invested in their business than have ninety per cent of the merchants of Brooklyn? The earning power of

that farm investment is far the largest and sure.

"1911 will be a still better year because all hands on the publisher's side are determined to push the good work of education along stronger than ever, while every one of the selling force, from manufacturer to salesman, must realize that just so long as this process of education continues, just so long will the farmer continue to grow and improve as a consumer and desirable business factor.

"Each year sees a few more general advertisers devoting a portion of their advertising appropriation to a trial of farm papers. We hold or renew about eighty-five per cent of these trial orders, and for the very good reason that we produce results, and if I be not greatly mistaken, 1911 will see a much larger crop of trials and a much larger percentage of successes.

"Farm business will increase in 1911 because every one is in much better shape to promote and handle it."

Frank W. Lovejoy, of Wallace C. Richardson, Inc., says: "From poorly printed sheets, the mecca of every over-worked patent medicine and 'gold brick' scheme, the farm papers have risen by sheer force of worthiness, to a position of respect and prominence. Artistically made up and printed—carrying none but the most gilt-edge advertising in their columns—they have demonstrated themselves by results.

"Take as example, the automobile industry. Two years ago, hardly an advertiser was represented in the columns, and any space over one-quarter page was looked upon as a large advertisement. To-day, a total of *twenty-six different automobile concerns and five tire manufacturers* are appealing for the farmer's trade; page and half-page space is the rule rather than the exception, and still more advertisers in the same line clamoring for a share of the harvest.

"So it goes, from automobiles to candy. Candy, says the layman—farmers buy candy? He

# Opportunity

THE MAGAZINE OF PROGRESS

with which is incorporated  
**THE PROGRESS MAGAZINE**  
guarantees a minimum circulation  
during 1911 of 200,000 per month  
and will give a pro rata refund for  
any shortage, furnishing advertisers  
with absolute proof of circulation.

## Quality Circulation

OPPORTUNITY reaches the highest class of magazine readers—those who are in search of information and who are bent on accomplishing more. The magazine appeals to the strongest trait in human nature—self interest—and has a great influence on the minds of its readers. Write for a copy of the magazine and see for yourself the class to which it appeals.

Quantity circulation+quality circulation at reasonable rates=results for advertisers. Take space in March and receive fifty thousand free circulation.

## OPPORTUNITY

Published by

THE PROGRESS COMPANY

CHARLES D. MITCHELL, Adv. Mgr.

210 MONROE STREET

CHICAGO, ILL.

THOMAS S. SOLLERS  
Representative  
Reliance Building  
KANSAS CITY

RHODES & LEISENRING  
Representatives  
Unity Building  
CHICAGO

forgets that the farmers' wives and daughters have just as many pretty ways and feminine desires as their sisters in the city. Toilet preparations, too—who ever heard of a farmer brushing his teeth? 'Heavens, what are we coming to?' But one progressive house was willing to take a chance, and verify or discredit our contentions.

"A representative was sent into the states of New York, Pennsylvania, Ohio and Kansas. He spent two months interviewing farmers, visiting dealers and surveying the field. He found much that was interesting. Some magazines, newspapers and weeklies subscribed for, but always a farm paper, and where popular fancy credited little or no interest in toilet preparations, he found already existent, a remarkable consumption, but an unstandardized demand—any brand in stock would do. So Colgate is now in the farm papers."

"Of course, what 1911 holds is yet a little too early to predict. At this writing, however, I would say the greatest strides will be made in advertising clothing to the farmer.

"Canned goods, too, will be another novelty to the farm field—a trade-marked line of candy, several lines of underwear, heretofore only seen in magazines, as well as food products, piano players and haberdashery.

"Auto trucks are to make their debut. Several manufacturers are experimenting at the present time with trucks suitable for farm use, and will launch their campaign of advertising this year."

## INDIANAPOLIS STARTS PUBLICITY CAMPAIGN.

A "Bigger and Better" Indianapolis is the aim of a campaign begun by the Indianapolis Trade Association. The direction of the publicity is in the hands of Paul P. Willis, former publicity manager of the Overland Automobile Company, Indianapolis. There is a jobbers' and wholesale division, a freight division, a factory division and a "city beautiful" division. The advertising department will be managed along the same scientific lines that an advertising manager lays down for any commercial concern.

## 1910 CAR ADVERTISING DEVELOPMENTS.

OLD ADVERTISERS WHO INCREASED THEIR SPACE — NEW ADVERTISERS DEVELOPED DURING THE YEAR — BETTER RESULTS INDICATED.

To the advertiser studying the car-advertising field, it is interesting to note what other advertisers have done during the past year—who have increased space and who have become users of car space for the first time. The careful standardization of this medium, and the more intelligent use of copy for it, has made car cards a medium meriting the best thought of advertisers.

The following lists, secured from the Street Railways Advertising Co., New York, controlling two-thirds of American street-car space, gives a good indication of the year.

Advertisers who have increased car space during past year are: Cluett, Peabody & Co., using practically every street car system in the United States; the Corno Mills Co., with National Oats; Knox Gelatine, Lever Bros., Walter M. Lowney & Co., who have taken five-year contracts; the National Starch Co., Neumann-Allen Tooth Powder, Thos. J. Lipton Co., who reduced advertising expenditures during the panic; United Shirt & Collar Co., and the Welch Grape Juice.

Among those who did not increase their use of cars materially, but who maintained a steady patronage, are the American Sugar Refining Co., Coca-Cola, Earl & Wilson, Gillette Razor, Hart, Schaffner & Marx, Holbrook's Worcestershire Sauce, Lautz Bros., with their Snow Boy Washing Powder, Mennen, National Biscuit Co., Procter & Gamble, Sapolio, Shredded Wheat, Smith & Wesson, Wrigley, Beatrice Creamery Company, Beech-Nut Packing Company, Joseph Burnett Company, Everwear Hosiery Company, N. K. Fairbank Company, Foulds' Milling Company, B. J. Johnson Soap Company, John Lucas Company, paint, I. W. Lyon

## compensation

DO you agree with Emerson that the Law of Compensation gets even with the man who wants a de Luxe job cheap?

Then you think a man might pay **too little** for his printing?

*You are right!*

Our prices are based on **cost of production** and include a living profit for the printer.

*But we neither live on Fifth Avenue nor frequent the Great White Way o' nights - and our plant is out of the high rent district.*

So when you tell us "Please estimate", please remember that the price is **right**.

If it seems too low, that is because our experience has led us to anticipate your business right along.

**The Reliance Press**

300 to 310 E. 22d St.

**New York**

(Schlegel Building, Cor. 2d Ave.)

## compensation

## "Answering your letter of the 19th, you may ship me--"

Do your form letters draw as many such replies as they might?

Granting that your list and your copy are right, the fault is in the *form* of the letter.

Almost any form letter gets attention of some kind.

But only the perfectly typed letter gets your man in a favorable attitude of mind.

*May we show you form letters that make the recipient forget the form and center his thought on the proposition itself?*

May we explain why such form letters are not more common?

May we submit facts about comparative results from the two kinds of letters?

R. S. V. P.

**American Letter Co.**

*Patentees and Sole Operators of the  
Typewriter Press*

64-68 Fulton St. New York City  
Telephone John 1958

& Son, tooth powder, Nugget Shoe Polish, Quaker Oats, Sloan's Liniment, Southern Cotton Oil Company, and Southern Manufacturing Company.

Amongst the newcomers in the street car ranks, are the following: B. T. Babbitt & Co., Frisbie, Coon & Co., collars; George B. Hurd, stationery; R. H. Ingersoll & Bro., watches; Jersey Creme Co., soda fountain extract; Kellogg's Toasted Corn Flakes. I. Lewis Cigar Manufacturing Company, Oakland Chemical Company, Phoenix Mufflers, Brighton Garters and Paris Garters.

The Sealshipt Oyster Company took quite a wide territory.

T. T. Snider Preserve Company took material space for Snider's Ketchup and Pork and Beans.

Standard Oil Company entered into a large street car contract for Parowax.

Cherry Mash, a new soda fountain drink, has been spreading rapidly.

### EQUIPPING THE NEW OFFICE OF THE ADVERTISING MANAGERS.

ASSOCIATION OF NATIONAL ADVERTISING  
MANAGERS.

NEW YORK, Jan. 9, 1911.

Managing Editor of PRINTERS' INK:

Please send us at once a bill for two subscriptions to PRINTERS' INK for one year for this Association. I will then put through a voucher for the amount and you will receive check promptly.

The scissors will be applied to these copies, and the articles classified and filed as data for the use of members of our Association. So, for example, should a member desire information on the subject of "Price Maintenance," among other things, I will have a couple of dozen articles from PRINTERS' INK covering that subject.

W. A. MARTIN, JR.,  
Secretary.

The January meeting and banquet of the Publicity Club, of Springfield, was the most successful in the history of this organization. The speakers were: Robert Tinsman, vice-president of the Federal Advertising Agency; S. R. Latshaw, New England advertising manager and textile expert of the Curtis Publishing Company, and Edw. F. Trefz, advertising counsellor of the United Bill Posters of the United States and Canada. The meeting was largely attended by the merchants and publicity men of Springfield, and many of the advertising men from Boston and other New England cities were present.

# The Only Live Stock and Farm DAILY In The Entire Northwest

The *one* publication on which the Live Stock Dealers and Farmers interested in live stock *depend* for their daily market information—

The *official* paper for the only stock yards and packing center in the Northwest—  
Is the

## South St. Paul Daily REPORTER

Published at the Union Stock Yards, So. St. Paul, Minn.

To Advertisers who want to get in touch with the Live Stock Growers, Feeders and Dealers of the Northwest the *Reporter* is the *one and only medium*.

It completely covers the *Northwestern Live Stock Field*.

And the live stock business of this busy Northwestern packing center is well worth going after—during 1910 it reached the enormous total of

# \$50,000,000

The *Reporter's* advertising rates are *away below* the average class medium—and the circulation is *guaranteed*. Statements of both furnished upon application.

E. L. OGILVIE, Publisher,  
Reporter Building,  
South St. Paul, Minn.

J. H. FURLONG, Adv. Rep.,  
Dispatch Building,  
St. Paul, Minnesota.

**J. WALTER THOMPSON CO., Chicago Representative**  
The Rookery, Chicago, Ill.

## A Record of Achievement Unparal

When a publication advances more in **TWELVE MONTHS** than any of its competitors have advanced in **TWELVE YEARS**, there surely must be a reason. Moreover, it proves beyond all doubt that there exists a demand for the paper which heretofore has remained unfilled.

During the past year

### THE INTERSTATE GROCER

—Absorbed The Eli Grocer & General Merchant, a publication started five years ago to put The Interstate Grocer "out of business."

—Almost doubled its circulation by increasing its subscription list 50% over that of 1909.

—Increased its number of pages from 8 to 12 to accommodate the demand for news and advertising space—its advertising patronage showing the remarkable gain of 75% over 1909.

—Collected more than 85% of its total subscription list during the year.

—Increased its expenses 72%, most of which was spent in buying "brains" to make its reading matter more educational, and to make better retail grocers.

—Started a new era in grocery trade-journalism by teaching its subscribers every detail of store-management from handling clerks to cost accounting.

—Saved its readers thousands of dollars by showing them where and how to save money in hundreds of ways.

—Brought results to its advertisers they never dreamed of.

—Made its cost of subscription and advertising the best investment that subscriber and advertiser could make.



# led in Grocery Trade-Journalism

## Facts About The Interstate Grocer

—Has the largest proven paid circulation of any grocery paper in this country.

—Is universally recognized as the most practical, instructive and influential grocery trade-paper published.

—Has the lowest advertising rate per thousand guaranteed paid circulation of any grocery publication in the United States.

—Maintains nine department editors outside of its regular staff who write exclusively for it, covering practically every phase of the grocery business.

—Pays out yearly more money for telegraphic news than all grocery papers combined.

A trade-paper which so thoroughly covers the grocery trade as The Interstate Grocer does, can be made a tremendous power for introducing foodstuffs and other goods sold and distributed through the retail grocers of the Great Middle-West and South.

Write for sworn affidavit of circulation; advertising rate card, and copy of the paper containing 100 voluntary expressions from grocers, saying what they think of it, and thoroughly proving that The Interstate Grocer is read.

Average Weekly Circulation For December

# 9,169 Copies

## THE INTERSTATE GROCER

ST. LOUIS, MO.

GEO. J. SCHULTE, General Manager

## FARM PAPERS STIMULATE DEMAND FOR TRADE- MARKED ROOFING.

REASON-WHY COPY SUPPLEMENTED  
BY FORCEFUL DEALER WORK—CRE-  
ATING A READY-MADE CLIENTELE  
FOR THE DEALER—HOW THE  
TRADE PAPERS WERE USED.

By Herbert H. Smith.

The tremendous growth in business of some of the larger mail-order houses of the West has been the inciting cause of extensive advertising of trade-marked goods in a number of profitable lines handled by the firms which sell by mail. Roofing paper is one of the lines which has been largely sold by mail-order concerns and for which a strong reputation for a particular brand has been developed through dealers.

The Union Roofing Company of St. Paul, making Gal-va-nite, has been successful in stimulating builders to order a particular brand through their local dealers. There has been wide diversity in the number of brands of roofing paper on the market, some of them being made by the same factories and branded to suit the jobber.

Seeing an opportunity to hammer on one brand, backed by goods of quality, the Union Roofing Company has been engaged in a general farm paper and country weekly campaign of several years, backed by good supplemental advertising. Advertisements of the argumentative, reason-why copy have persistently urged a demand, and at the same time the dealers have not been forgotten in the trade papers.

The advertising does not stop with a creating of the demand. The manufacturers have given no end of attention to a system of co-operative work between themselves and the dealers. This was a connecting link between general publicity and the retailers. With the initial order for Gal-va-nite the dealer is sent a catchy window display consisting of a little building covered with the roofing preparation, with display hangers,

samples, folders, booklets and full instructions how to create interest in the "triple asphalt-coated, mica-plated roofing." The dealer is also sent free ten heavy carpenter's aprons with an ad for the roofing and a stencil so that the dealer may add his name. The aprons are to be given away to workmen in the town.

As soon as the first order is sent, the dealer is asked for a list of his customers and all other prospective users of roofing. These are circularized by the manufacturers, the consumer being referred to Mr. So-and-So as the Gal-va-nite dealer, and all

"For cottages, barns or skyscrapers."

**EASIEST TO PUT ON—**  
best roofing so depend on—GAL-VA-NITE. Can be rolled so because it has a triple waterproofing of asphalt on both sides covered with a regular "armor-plate" of fish scales.

GAL-VA-NITE is called the "ready" roofing because it comes all ready to lay—ready right from the start—ready to protect the moment it is applied.

This plastic, material-covered roofing comes in rolls with nails, lay cement and directions packed in the center. Anyone can do the work.

GAL-VA-NITE needs no paint—no other treatment. It comes flat, put or blow off. Can be used on either flat or steep roofs on any kind of a building. Makes a sure, true appearing roof.

Call and get GAL-VA-NITE samples and brochure. Note the heavy waterproofing of asphalt—note the heavy armor-plate of fish scales—the lamination and insurance against flying sparks.

**FOR SALE BY**

No. 11

GOOD COPY FOR TRADE-MARK ROOFING IN  
FARM PAPERS.

booklets sent out have the dealer's name attached. Thus by the time the dealer gets his supply of roofing a potentially strong demand has already been created for the product.

The dealer is also offered a list of twenty-four cuts of various sizes for advertising in the local papers. They are mortised for the dealer's name and sent free.

That these methods have been effective is shown by the increased capacity of the plant, doubled twice within three years. The goods have been on the market for twelve years but have been nationally advertised for only six years. The St. Paul concern has also been compelled to add thirty-

ve warehouses in various parts of the country to facilitate the handling of the demand for the product.

Just as the mica plating of the product is emphasized by the manufacturers as a distinguishing point in the product, the advertising has all been centered about the "Galva Knight," an imitation of the knight of old, carrying a roll of roofing paper. This figure appears somewhere in all the advertising sent out and in all the cuts offered dealers for their own advertising. It is also on each portion of the product.

#### FURTHER LIGHT ON COUPON REGULATIONS.

The existing regulation of the Post-office Department on the subject of coupons states that they must not be larger than 25 per cent of the superficial area of the advertisement. It appears, after consultation with higher officials, however that this statement is correct only when applied to advertisements which do not exceed in size one page of the publication in which they are inserted. If a single advertisement covers more than one page the coupon may not be the equivalent of 25 per cent of the superficial area of the advertisement as provided by the regulations, but must be restricted to 15 per cent of one page of the publication.

#### HOW TO FIND A NEW POSITION.

K. C. HOLTER PUBLISHING COMPANY.  
MINNEAPOLIS, MINN., Dec. 27, 1910.  
Editor of PRINTERS' INK:

I want to write to advise you that through my advertisement in PRINTERS' INK I have been able to make a splendid connection, and will, after January 1st, be connected with the advertising department of the Fargo Daily Courier-News.

Hoping to receive your valuable magazine regularly at my new address, and wishing you the compliments of the season, I remain,

G. N. GUNDERSEN,  
Advertising Manager.

Stanley Tallman, a Janesville, Wis., attorney, is to start suit for the Inland City Press Association, an organization of Wisconsin city daily newspapers, against the organizers and managers of the so-called Taft Republican campaign committee for alleged unpaid advertising bills contracted during the recent campaign against Senator La Follette. It is also the intention of Mr. Tallman to endeavor to ascertain under supplementary proceedings who subscribed to the \$114,000 fund which was spent by the committee. There may be a legislative investigation of the expenditures of the committee.



## READ THIS LETTER:

Monkton, Maryland.

Feb. 3rd, 1910.

3-in-One Oil Co.,

New York City.

Gentlemen:—Thank you for the sample of "3-in-One." After using it on a strop of at least 30 years' usage in the sharpening of a razor which was made 100 years ago, the effect was simply marvelous, sustaining in every respect all the claims set forth in your circular, "A Razor Saver for Shavers."

Yours truly,

A. R. MITCHELL, M.D.

3-in-One applied to strop and razor blade makes self-shaving a pleasure. Puts a fine cutting edge on any razor, safety or ordinary.

There's a reason. Send for scientific circular and FREE SAMPLE — or buy big 8 oz. bottle—50 cts.; 3 oz.—25cts.; trial size—10 cts. At any store.

3-IN-ONE OIL COMPANY

12 Broadway, New York



## BUILDING UP A BUSINESS LIBRARY.

ADVANTAGES OF A GOOD LIBRARY—  
LACK OF MANY THOROUGH BOOKS  
—COLLATERAL READING AS A  
BUSINESS AID—WM. H. INGERSOLL  
AND SEYMOUR EATON ON BUSI-  
NESS BOOKS.

Some years ago a leading advertising agency, when it had built a magnificent, extensive "library" room, set about filling up the long rows of shelves with books. The list of books it could make up in the office didn't fill a "five-foot" shelf, so it placed a standing order with its bookseller to supply it with all new works on business topics as fast as issued. The books have been supplied as ordered, and the order continues in force, but the *first shelf* in the business library is yet to be filled!

Good business books are few in number. Practically all of those worth reading have been published within the past ten years and some of the best within two or three years. Business books of any kind, good, bad and indifferent, are far from plentiful. To build up any sort of a library at all, you are forced to give a very elastic meaning to the word business, and include within its scope works of a specializing character, such as treatises on banking, finance, transportation, accounting, shop practice, etc., books which no doubt are valuable to men engaged in each specific line but are too full of detail to be of practical value to those engaged in other lines. To be specific, really helpful books on advertising and selling are very few. Most of them are of the omnibus theoretical variety.

Books like these will figure, however, in any list of the business classics we know of. If, for example, we wish to make out a list of, say, the "ten best books" on business, as Mr. W. H. Ingersoll, the general manager of Robert Ingersoll & Bro., of New York City, was interested enough the other day to do, we shall find that six of the ten are of a specializing character.

"First on the list," says Mr. Ingersoll, "I would put Veblen's 'Theory of Business Enterprise,' because it is introductory in its nature. This, and Parsons' 'Business Administration' are fundamental in relation to the first department of business, which, I take it, is the administration. Parsons I put second. The feature next in importance to administrative is the financial, and Rollins' 'Financing an Enterprise,' and Garrison's little volume on 'Accounting Every Business Man Should Know,' would make third and fourth on my list.

"The next important feature of a business is the supply or manufacturing end, and I would feel obliged to add three very important books to cover this. For one of them, Emerson's 'Efficiency,' I wouldn't take a thousand dollars, if I couldn't replace it. It ought to be considered indispensable to any business man. Carpenter's 'Profit-Making Management' and Diemer's 'Factory Organization and Administration' go with it. All three of these get a little away from merchandising proper, but they will richly repay study. Last in analysis comes the selling or sales department of business. Here I would put down Walter Dill Scott's 'Theory of Advertising,' and if it is out yet, in book form, his new work on 'Selling.' That leaves one more place. I would like to include 'Business as It Is Done in the Great Commercial Centers,' but for the sake of comprehensiveness, I would set down instead some good work on commercial law, such as Parsons' 'Laws of Business.' I think it would be difficult to duplicate these names. A few others may be just as good, but there are none better, I believe. There's another book, pure fiction, but very helpful, that I certainly would add if there were another place, and that is Lorimer's 'Letters of a Self-Made Merchant to His Son.'"

Some years ago there was nothing better of a general nature than the instructive books

## From a Pencil and Pad to More Than a Million a Year

Ten years ago the physical assets of this business consisted of a pencil, a pad, a desk, and a telephone.

The business has grown, in the interim, to a volume of more than a million a year; because of what the man who wielded the pencil was able to write upon the pad.

It has grown because the head of one great company has said to the head of another; and he, in turn, to a third; and so on to the present chapter: "*Yes, employ these people in preference to anyone else.*"

So, the great growth of the past ten years, accomplished so quietly that none, save its own clientele, have known, is really a reward for *Services Rendered* by the man with his pencil and pad.

If it warms your heart to encounter unselfish appreciation, send for the book which reprints *Five Night Telegrams* and a Letter sent a few weeks ago by clients of this company to a prospective advertiser.

If you care for it, ask also for a copy of the booklet containing the ten articles on Retail Advertising written by Mr. MacManus for the *Chicago Tribune* and now being issued in a second edition.

## The MacManus Company

1623 Farmer's Bank B'ldg  
Pittsburgh, Pa.

601-608 Ford B'ldg  
Detroit, Michigan

1337 Nicholas B'ldg  
Toledo, Ohio

of Seymour Eaton, "How to Do Business" and "100 Lessons in Business."

"I have wanted for a long time," said Mr. Eaton, recently, "to tell in a short and simple way, for the sake of our young men, what modern business is in all its different branches. There is need for such a book. If it were only simple enough and not made too bulky or expensive—a dollar or two is enough—it would have a wide sale, and do a great deal of good."

It is natural that satisfactory works of a general and non-technical nature should wait on the specializing books, when we consider the sources of our business literature. All of the best or nearly all come from three technical sources—the accountants and production engineers; magazines like the *Journal of Accounting* and *Engineering Magazine*; and the universities, which, within the past few years, have been adding professional schools on commerce, accounting, and business administration.

When such brilliant results have been obtained at the production end of business by men like Taylor and Carpenter and Diemer—millions of dollars in the aggregate have been saved by scientific management—it is a little vexatious to observe the obstacles their methods are encountering at the selling end. Elementary as is the proposition that salesmen can be trained and their work systematized, it yet comes in for a fine show of contempt from the large majority of managers.

"I have often wished," said a manager of another kind, the head of one of the largest selling organizations of its kind in the country, "that there were some practical and inexpensive book that I could put into the hands of my salesmen and get them to study, as a basis for me to build upon. We need something that will teach men their powers and how to use and develop them, as well as teach the principles and methods of business. I have not found anything yet which is just the thing. If I could, it would

save me a lot of work. Everything is either too voluminous and literal, or too brief and superficial. Emerson's 'Efficiency' comes nearest the mark, in suggestiveness, at least. Something like this, aimed at the sales department, would hit the bull's eye."

Here is a list of books on business, which comprises nearly everything of a general nature and a few of the leading works of a special nature, selected with reference to the needs of the average business man:

#### Advertising.

- About Advertising and Printing—N. C. Fowler, Jr.
- Advertising Phrases—William Henry Baker.
- Advertising—Powers, John O.
- Advertising—Howard Bridgewater (English).
- Art & Science of Advertising, The—George French.
- Art and Literature of Business—Charles Austin Bates.
- Art of Advertising, The—William Stead.
- Astir—John Adams Thayer.
- Financial Advertising—Lewis.
- Forty Years an Advertising Agent—George P. Rowell.
- Fowler's Publicity (encyclopedia)—N. C. Fowler.
- Good Advertising—Charles Austin Bates.
- History of Advertising—Henry Sampson.
- How to Make Advertising Pay—Seymour Eaton.
- Imagination in Business—L. F. Deland.
- Law of Advertising and Sales—C. Chapman.
- Mahin's Advertising Data Book—John Lee Mahin.
- Modern Advertising—Calkins & Holden.
- Photography in Advertising—J. H. Adams.
- Poster Advertising—G. H. E. Hawkins.
- Practical Publicity—Truman A. De Weese.
- Practical Advertiser—H. Powell.
- Principles of Advertising—D. Starch.
- Psychology of Advertising, The—W. D. Scott.
- Science of Advertising, The—N. W. Ayer & Son.
- Science of Advertising—Edwin Balmer.
- Sermons on Advertising—Seymour Eaton.
- Secrets of the Mail-Order Trade—Samuel Sawyer.
- Secrets of the Mail-Order Trade—George F. Terry.
- Specialty Advertising—Henry S. Bunting.
- Successful Advertising—J. A. MacDonald.
- Theory of Advertising, The—W. D. Scott.

*Selling.*

Ethics & Principles of Salesmanship—  
E. A. Russell.  
How to Write Letters that Win—Sys-  
tem.  
Human Nature in Selling Goods—J. H.  
Collins.  
Men Who Sell Things—Walter D.  
Moody.  
One Hundred Ways and Schemes to  
Attract Trade—I. P. Fox and B. A.  
Forbes.  
Principles of Salesmanship, The—Wm.  
A. Corbion.  
Sales Plans—Thomas A. Bird.  
Salesmanship—A. F. Sheldon.  
Scientific Salesmanship—Pierce.  
Success in Letter Writing—Sherwin  
Cody.

*Law.*

American Business Law—Chamberlain.  
Conditional Sales—F. B. Hering.  
Laws of Business—Parsons.

*Reference Books*

Crabb's English Synonyms—George  
Crabb.  
Dictionary of English Synonyms—  
Richard Soule.  
English Synonyms, Antonyms & Prep-  
ositions—James H. Fernald.  
Roget's Thesaurus—P. M. Roget.

*Business Administration*

Building Business—Fowler.  
Business Management—F. W. Taylor.  
Business Organization—Dicksee (Eng-  
lish).  
Business Organization—Sparling.  
Corporate Organization—Thomas Con-  
yngton.  
Corporate Management—Thomas Con-  
yngton.  
Efficiency—Emerson.  
Factory Organization and Administra-  
tion—Diemer.  
Profit Making Management—Carpenter.  
Shop Management (Principles of Sci-  
entific Management)—F. W. Taylor.  
Starting in Life—Fowler.  
Theory of Business Enterprise—Veb-  
len.

*Financial.*

Banking Problems—Morawetz.  
Corporation Finance—Greene.  
Corporate Finance and Accounting—H.  
C. Bentley.  
Financing an Enterprise—Francis Cooper.  
Funds and Their Use—Cleveland.  
Handbook on Currency and Wealth—  
Waldron.  
Modern Bank—Fiske.  
Money and Investments—Rollins.  
Money, Exchange and Banking—  
Easton.  
Trust Finance—Meade.  
Work of Wall Street—Serenio S. Pratt.

*Accounting.*

Accounting Every Business Man Should  
Know—Garrison.  
Accounting Theory and Practice—  
Greendlinger.  
Accounts—W. M. Cole.

Depreciation—Matheson.  
Dicksee's Auditing (American Edition)  
—Montgomery.

*Credit.*

Credit and Its Uses—Prendergast.

*Typography Engraving, Paper, etc.*

American Manual of Typography, The—  
Oswald Publishing Co.  
Art & Practice of Typography—E. G.  
Gress.  
Concerning Type—A. S. Carnell.  
Design and Color in Printing—F. J.  
Trezise.  
Dictionary of Engraving—W. H. Baker.  
Line Photo Engraving—William Gam-  
ble.  
Miller's Guide (paper buyers' hand-  
book)—J. T. Miller.  
Penrose Pictorial Annual, The—A. W.  
Penrose.  
Practical Engraver—G. A. Banner.  
Practice of Typography, The—Theodore  
DeVenne (three volumes).  
Principles of Design, The—E. A.  
Batchelder.  
Printing in Relation to Graphic Art—  
George French.  
Printing—C. T. Jacobi (English).  
Printing and Writing Material—A. M.  
Smith.

*English Composition, etc.*

A Desk Book of Errors in English—F.  
H. Vizetelly.  
Art of Writing and Speaking the Eng-  
lish Language—Sherwin Cody.  
Principles of Rhetoric—A. S. Hill.  
Rhetoric—Austin Phelps & H. A.  
Frink.  
Writing for the Press—Robert Luce.

*General.*

American Communities—Hinds.  
American Business and Accounting  
Cyclopedia—Beach (four volumes).  
American Business Methods.  
American Railway Transportation—  
Johnson.  
Business as It Is Done in Great Com-  
mercial Centres.  
Business Ethics—Brooks.  
Business Men's Library (System).  
Business Success—Cottingham.  
Business Success—Cannon and others.  
Education and Industrial Evolution—  
Carlton.  
Elements of Transportation—Johnson.  
Empire of Business—Carnegie.  
Encyclopedia of Commerce.  
How to Do Business—Seymour Eaton.  
International Commercial Policies—  
Fisk.  
Introduction to Study of Commerce—  
F. R. Clow.  
Letters of a Self-Made Merchant to His  
Son—Lorimer.  
Making of a Merchant—Higginbotham  
and others.  
Modern Corporation, The—Thomas  
Conyngton.  
Modern Industrialism.  
One Hundred Lessons in Business—  
Seymour Eaton.  
Partnership Relations—Thomas Con-  
yngton.  
Patents—Prindle.  
Pushing to the Front—Marden.  
Pushing Your Business—T. D. Mc-  
Gregor.



Random Reminiscences—Rockefeller.  
Searchlights—Colman.  
Social Engineering—Tolman.  
Starting in Life—Fowler.  
Talks by an old Storekeeper—Farrington.  
The Market and Psychology—Muensterberg (in "American Problems").  
What We Can Learn from German Business Methods—Magee (five volumes).  
Work, Wages and Profit—Gantt.

#### READERS AS CENSORS OF ADS.

"Creating a censorship of advertising, stated differently," said Herman Phillips in an address to the Dallas, Tex., Advertising League, "is the creation or moulding of public sentiment to the extent of rightly accepting or rejecting an advertised offer by the impression of the advertisement for either a favorable or unfavorable verdict in the mind of the reader, a method of arriving at a correct and instantaneous conclusion when buying an article as the result of an advertisement."

"The question naturally arises, 'By what method shall the buying public be enabled to differentiate between the good and the bad, as advertised?' By what method shall the public be guided as to the advantageous and the disadvantageous? By education—education by example, by experience gained in purchasing in the past. By education; how shall we educate? There is but one logical method. By educating the advertisers—the advertisers who educate the buying public. It is the advertisers with whom rests the creation of a censorship of advertising and after the advertisers comes the whole gamut of those who aid in placing advertising before the buying public—advertising managers, copy writers and mediums."

#### ENTERPRISING GERMAN ADVERTISER.

A remarkable picture is one of the souvenirs of the jubilee celebration of Berlin University, which recently took place. It was made in the aula of the university when the German Emperor was delivering the address and shows the speaker on the dais facing the standing audience of dignitaries, whose backs only are visible. Possibly due to a freak on the part of the camera, the standing men seem all to be bald-headed, and an enterprising manufacturer of hair tonic has reproduced the picture on an advertising circular, in which he says: "How different these great men would appear had they used my hair invigorator and my remedy against baldness."—*London Globe*.

#### NEW ADVERTISING CORPORATIONS.

The Great Eastern Advertising Company, of Boston, has been incorporated for \$50,000. The president is F. M. Libby, and treasurer, A. J. Crossbill, Boston.

The Osman & Budd Advertising Agency, of Philadelphia, has been incorporated with a capital of \$15,000.

#### SELDEN PATENT MONOPOLY DECLARED VOID.

The long legal fight instituted by George B. Selden and his associates against the Ford Motor Company and other manufacturers of automobiles, extending over many years, for infringement on the Selden patents on motors, came to a conclusion last week when Judge Noyes of the United States Circuit Court of Appeals announced the court's opinion reversing the decision of Judge Hough, made a year ago, upholding the validity of the Selden patents, and granting an injunction against the Ford Company, and Messrs. Panhard and Leasser. In other words, the Circuit Court of Appeals, by reversing Judge Hough knocked out the famous "Selden patents."

Judge Noyes, writing the decision of the higher court, holds that the Otto improved machine used by the Ford Company is the equivalent of the Selden engine, but asserts that the defendants do not infringe by employing it as an element in the motor vehicles.

To the public that buy automobiles and the manufacturer that makes them the decision of the court will mean much. Especially is this true of the independent maker who has been living in more or less dread of the final result of the ten years' legal battle which ended to-day.

It will not mean the lowering of prices this year, as they have been fixed already, but in 1912 the case may be different as makers have invested millions in fine automobile-making machinery, and factory production will, therefore, be at the maximum, and models more or less standard so that the expense of construction will be lowered.

#### WELL-KNOWN MEN TO SPEAK AT ROCHESTER.

At the dinner of the Rochester Ad Club, on January 26, the speakers will be Manley M. Gillam, advertising counsel of the New York *Herald*, on "Business and Advertising;" Thomas Balmer, advertising director of the *Woman's World*, on "Who Is Your Customer; How Do You Know; Where Does He Live; Why Is He Your Customer; Who Fixes Your Selling Price?"; and Julius Schneider, advertising manager of the "Fair," Chicago, who will speak on "The Responsive Chord in Advertising."

The Rochester Ad Club now has a membership of two hundred, which is its limit and a waiting list of thirty-five.

The George Advertising Simms Company has been incorporated with \$10,000 capital to do a general advertising business at New Orleans. The officers are George A. Simms, president; Edwin F. Worms, vice-president and treasurer, and Charles N. Worms, secretary.

The Detroit Adcrafters, on January 5, listened to addresses on "Trade Journals," by Elmer Crawford, Frank Standart, J. Newton Nind, Jr., of Grand Rapids, and Max R. Davies.



## RECORD OF MAGAZINE ADVERTISING FOR 1910-1909.

## MAGAZINES CARRYING GENERAL ADVERTISING.

	1910	1909
Everybody's .....	395,387	421,204
Cosmopolitan .....	352,664	349,351
McClure's .....	335,344	348,308
Review of Reviews..	333,633	344,432
Hampton's .....	339,360	202,804
Scribner's .....	523,833	266,537
American .....	300,785	282,054
Mansey .....	296,868	309,268
World's Work.....	284,105	312,105
Sunset .....	266,824	284,020
Harper's Monthly...	237,982	225,865
Century .....	223,894	219,146
Pacific .....	220,840	.....
Success .....	168,227	173,141
Red Book .....	145,600	157,029
Current Literature..	140,503	119,266
Argosy .....	140,208	133,869
Pearson's .....	123,600	103,840
Theatre .....	118,013	109,206
Atlantic .....	105,690	89,049
Amusee's .....	98,491	.....
All Story .....	85,506	62,976
Human Life .....	84,746	.....
American Boy.....	74,885	67,708
Lippincott's .....	70,770	.....
Metropolitan .....	66,855	77,350
Strand .....	64,106	.....
Blue Book .....	62,272	.....
Smith's .....	60,566	.....
St. Nicholas.....	46,224	40,684

Uncle Remus..... 129,446 .....  
 Harper's Bazar..... 129,710 125,879

## MAGAZINES CARRYING BOTH GENERAL AND CLASS ADVERTISING.

	1910	1909
Motor .....	839,901	.....
Country Life.....	457,485	402,695
System .....	378,214	411,700
Suburban Life.....	190,753	144,593
International Studio.	185,441	.....
Outing .....	156,437	134,296
Business & B'keeper	149,728	.....
Field and Stream...	146,292	139,627
Garden .....	141,793	117,963
House Beautiful....	120,064	.....
Recreation .....	106,154	79,686
Technical World....	102,638	115,092
Craftsman .....	100,050	.....
Am. Homes & Garden	77,119	.....

## WOMEN'S MAGAZINES.

	1910	1909
Vogue .....	566,504	440,106
Ladies' Home Journal	387,457	359,020
Woman's Home Com.	312,915	283,802
Good Housekeeping.	284,615	296,715
Delineator .....	255,492	252,450
Designer .....	223,890	217,555
New Idea .....	223,366	210,209
Modern Priscilla....	183,358	162,808
Ladies' World.....	171,809	160,022
Victorial Review....	169,233	158,335
Housekeeper .....	158,919	140,535
McCall's .....	149,955	.....

## NEW YORK NEWSPAPER ADVERTISING TOTALS FOR 1910 AND 1909.

Compiled from New York Post's figures.

PAPER	TOTAL SPACE		Dry Goods		Automobiles		Prop. Med.	
	1910	1909	1910	1909	1910	1909	1910	1909
Herald.....	10,572,038	10,328,113	1,925,837	1,733,644	518,621	368,112	56,245	56,330
World.....	12,083,718	11,252,446	3,255,959	2,859,990	175,767	94,072	224,031	218,762
Tribune.....	3,217,391	2,977,539	824,222	721,672	105,036	56,562	9,842	4,904
Times.....	7,550,650	7,194,703	2,004,391	1,734,091	448,748	287,566	3,759	10,042
Sun.....	3,988,047	4,154,418	1,202,566	1,052,663	327,575	226,578	28,676	19,841
American.....	8,615,775	7,743,265	3,099,173	2,768,209	189,561	110,317	215,926	169,855
Press.....	2,493,670	2,410,035	558,070	478,892	60,757	68,669	117,765	95,404
Evening Post.....	3,432,062	2,731,298	1,002,557	469,585	139,722	97,290	1,630	1,426
Mail.....	4,258,133	3,865,550	1,920,406	1,386,295	216,033	163,283	16,430	34,815
Globe.....	3,737,936	3,412,981	1,692,163	1,478,215	179,342	133,868	52,823	53,053
Evening Sun.....	2,633,003	2,342,871	1,100,168	952,589	57,877	26,649	50,171	37,542
Evening World...	5,430,462	4,944,686	4,141,650	3,714,292	1,362	3,184	204,894	164,976
Telegram.....	6,734,381	6,059,072	1,401,697	864,654	3,219	3,312	40,510	32,492
Evening Journal...	5,628,439	5,154,296	4,114,184	3,703,695	8,275	1,578	276,080	244,769
Brooklyn Eagle...	9,818,715	9,554,571	3,149,613	2,783,070	286,243	124,174	54,923	61,622

## TOTAL ADVERTISING CARRIED BY ABOUT 50 MAGAZINES AND WEEKLIES, COMPARED BY YEARS. (LINES).

	1910	1909	1908	1907	Four Years' Totals by Months
January .....	819,075	743,721	610,773	945,962	3,119,531
February .....	989,246	842,101	698,709	866,855	3,346,911
March .....	1,236,085	1,051,217	769,481	1,040,764	4,110,463
April .....	1,311,052	1,216,905	897,773	1,094,968	4,520,698
May .....	1,344,756	1,201,008	955,553	1,134,830	4,638,147
June .....	1,139,311	1,093,424	855,703	1,046,069	4,134,507
July .....	986,293	855,113	697,498	827,774	3,367,678
August .....	867,440	793,969	671,360	733,998	3,056,767
September .....	1,003,954	995,316	745,301	858,915	3,603,486
October .....	1,365,553	1,329,637	1,053,001	1,084,026	4,831,617
November .....	1,441,064	1,381,922	1,069,601	1,250,867	5,145,834
December .....	1,440,457	1,354,805	1,144,453	1,159,943	5,099,658

13,944,286 12,859,138 10,169,206 12,034,962 48,973,297

## "Possible Markets"

A Department, which will frequently appear, with sifted statistics and trade data in shape for a study of the country's possible markets.

### MANUFACTURES, WAGES AND VALUE OF PRODUCTS IN UNITED STATES.

States and Territories.	Capital Employed.	Wage-Earners.	Wages Paid.	Value of Products.	Per Capita Wage.
Alabama .....	\$105,382,859	62,173	\$21,878,451	\$109,169,922	352
Alaska .....	10,684,799	1,938	1,095,579	8,244,524	...
Arizona .....	14,395,654	4,793	3,969,248	28,083,192	828
Arkansas ....	46,306,116	33,089	14,543,635	53,864,394	440
California ....	282,647,201	100,355	64,656,686	367,218,494	944
Colorado .....	107,663,500	21,813	15,100,365	100,143,999	632
Connecticut ..	373,283,580	181,605	87,942,628	369,082,091	484
Delaware .....	50,925,630	18,475	8,158,203	41,160,276	442
District of Col.	20,199,783	6,299	3,658,370	18,359,159	581
Florida .....	32,971,982	42,091	15,767,182	50,298,290	375
Georgia .....	135,211,551	92,749	27,392,442	151,040,455	295
Idaho .....	9,689,445	3,061	2,059,391	8,768,743	673
Illinois .....	975,844,799	379,436	208,405,468	1,410,342,129	549
Indiana .....	312,071,234	154,174	72,058,099	393,954,405	467
Indian Terr...	5,016,654	2,257	1,144,078	7,909,451	507
Iowa .....	111,427,429	49,481	22,997,053	160,572,313	465
Kansas .....	88,680,117	35,570	18,883,071	198,244,992	531
Kentucky ....	147,282,478	59,794	24,438,684	159,753,968	409
Louisiana ....	150,810,608	55,859	25,315,750	186,379,592	453
Maine .....	143,707,750	74,958	32,691,759	144,020,197	426
Maryland ....	201,877,966	94,174	36,144,244	243,375,996	384
Massachusetts..	965,948,887	488,399	232,388,946	1,124,092,051	476
Michigan .....	337,894,102	175,229	81,278,837	429,120,060	464
Minnesota ....	184,903,271	69,636	35,843,145	307,858,073	515
Mississippi ....	50,256,309	38,690	14,819,034	57,451,445	383
Missouri .....	379,368,827	133,167	66,644,126	439,548,957	500
Montana .....	52,589,810	8,957	8,652,217	66,415,452	966
Nebraska .....	80,235,310	20,260	11,022,149	154,918,220	544
Nevada .....	2,891,997	802	693,407	3,096,274	865
New Hampshire	109,495,072	65,366	27,693,203	123,610,904	424
New Jersey....	715,060,174	266,336	128,168,801	774,369,025	485
New Mexico....	4,638,248	3,478	2,153,068	5,705,880	619
New York.....	2,031,459,515	856,947	430,014,851	2,488,345,579	502
North Carolina	141,000,639	85,339	21,375,294	142,520,776	250
North Dakota..	5,703,837	1,755	1,031,307	10,217,914	588
Ohio .....	856,988,830	364,298	182,429,425	960,811,857	501
Oklahoma ....	11,107,763	3,199	1,655,324	16,549,656	518
Oregon .....	44,023,548	18,523	11,443,512	55,525,123	618
Pennsylvania...	1,995,836,988	763,282	367,960,890	1,955,551,332	482
Rhode Island...	215,901,375	97,318	43,112,637	202,109,583	443
South Carolina	118,422,224	59,441	13,868,950	79,376,262	233
South Dakota..	7,585,142	2,492	1,421,680	13,085,333	570
Tennessee ....	102,439,481	60,572	22,805,628	137,960,476	376
Texas .....	115,664,871	49,066	24,468,942	150,528,389	499
Utah .....	26,004,011	8,052	5,157,400	38,926,464	641
Vermont .....	62,658,741	33,106	15,221,059	63,083,611	460
Virginia .....	147,989,182	80,285	27,943,058	148,856,525	318
Washington ..	96,952,621	45,199	30,087,287	128,821,667	606
West Virginia.	86,820,823	43,758	21,153,042	99,040,676	483
Wisconsin ....	412,647,051	151,391	71,471,805	411,139,681	472
Wyoming .....	2,695,889	1,834	1,261,122	3,623,260	688

CITIES OF OVER 500,000 INHABITANTS.

	1910
New York.....	4,766,883
Chicago.....	2,185,283
Philadelphia.....	1,549,008
St. Louis.....	687,029
Boston.....	670,585
Cleveland.....	560,663
Baltimore.....	558,485
Pittsburg.....	533,905

POPULATION OF CITIES FROM 100,000 to 500,000 POPULATION.

Cities.	Pop. 1910	Per Cent Increase over 1900
Albany, N. Y.....	100,253	6.5
Algheny, Pa. (b)....		
Atlanta, Ga.....	154,839	72.3
Baltimore, Md.....	558,485	9.7
Birmingham, Ala....	132,685	245.4
Boston, Mass.....	670,585	19.6
Bridgeport, Conn....	102,054	43.7
Buffalo, N. Y.....	423,715	20.2
Cambridge, Mass....	104,839	14.1
Chicago, Ill.....	2,185,283	28.7
Cincinnati, O.....	364,463	11.8
Cleveland, O.....	560,663	46.9
Columbus, O.....	181,548	44.6
Dayton, O.....	116,577	36.6
Denver, Colo.....	213,381	59.4
Detroit, Mich.....	465,766	63.0
Fall River, Mass....	119,295	13.8
Grand Rapids, Mich.	112,571	28.6
Indianapolis, Ind....	233,650	38.1
Jersey City, N. J....	267,779	29.7
Kansas City, Mo....	248,381	51.7
Los Angeles, Cal....	319,198	211.5
Louisville, Ky.....	223,228	9.4
Lowell, Mass.....	106,294	11.9
Memphis, Tenn.....	131,105	28.1
Milwaukee, Wis....	373,857	31.0
Minneapolis, Minn..	301,408	48.7
Nashville, Tenn....	110,364	36.5
Newark, N. J.....	347,469	41.2
New Haven, Conn....	133,605	23.7
New Orleans, La....	339,075	18.1
New York, N. Y....	4,766,883	28.7
Oakland, Cal.....	150,174	124.3
Omaha, Neb.....	124,096	21.0
Pateron, N. J.....	125,600	19.4
Philadelphia, Pa....	1,549,008	19.7
Pittsburg, Pa.....	533,905	18.2
Portland, Ore.....	207,214	129.2
Providence, R. I....	224,326	27.8
Richmond, Va.....	127,628	50.1
Rochester, N. Y....	218,149	34.2
St. Louis, Mo.....	687,029	19.4
St. Paul, Minn....	214,744	31.7
San Francisco, Cal..	416,912	21.6
Scranton, Pa.....	129,867	27.3
Seattle, Wash.....	237,194	194.0
Spokane, Wash.....	104,402	183.3
Syracuse, N. Y.....	137,249	26.6
Toledo, O.....	168,497	27.8
Washington, D. C..	331,069	18.8
Worcester, Mass....	145,986	23.3

1910 CORN AND WHEAT CROP BY STATES.

	Corn.	Wheat.
Maine.....	\$555,000	\$272,000
New Hampshire.....	984,000	
Vermont.....	1,901,000	30,000
Massachusetts....	1,592,000	
Rhode Island....	365,000	
Connecticut....	2,279,000	



I Can Make  
You a  
**Convincing  
Speaker**

*Listen to Joseph P. Day*

the foremost real estate auctioneer in New York City—a man who annually sells \$35,000,000 worth of property:

"You have put into your course your own personal magnetism and enthusiasm, so that men in all parts of the country now have the opportunity of receiving your splendid instruction. Your course has been of great service to me in my business and I commend it to others in the highest terms."

Remember that this man's SPEECH is his fortune—that he probably makes more money out of SPEECH than any other man and that when he says that the "Course has been of great service to me in my business," he conveys a very strong hint to YOU—to every business and professional man—to improve his Speech. *Will you take his hint?*

Give GREENVILLE KLEISER (formerly of Yale Faculty) fifteen minutes of your time daily—at home—and he will teach you

**HOW TO SPEAK**

Confidently—Fluently—Powerfully.

How to Make After-Dinner Speeches—Make Political Speeches—Sell More Goods—Address Board Meetings—Develop Power and Personality—Improve Your Memory—Increase Your Vocabulary—Acquire Poise and Self-Confidence—Earn More—Achieve More.

If you can't talk to the point, you can't carry conviction—you can't win! *Don't you want to be a winner?* Then write to-day. Let us tell you all about this helpful Course and prove its value. A postal will do.

**FUNK & WAGNALLS COMPANY,**  
Dept. 139, NEW YORK

New York.....	16,408,000	10,102,000	Nebraska .....	74,304,000	31,592,000
New Jersey.....	6,264,000	2,012,000	Kansas .....	76,095,000	52,000,000
Pennsylvania .....	38,365,000	25,481,000	Kentucky .....	55,793,000	8,928,000
Delaware .....	3,340,000	1,867,000	Tennessee .....	53,955,000	10,434,000
Maryland .....	13,795,000	12,711,000	Alabama .....	45,037,000	1,763,000
Virginia.....	35,504,000	9,871,000	Mississippi .....	41,741,000	81,000
West Virginia.....	16,266,000	5,228,000	Louisiana .....	32,359,000	.....
North Carolina.....	43,426,000	8,176,000	Texas .....	114,206,000	18,404,000
South Carolina.....	36,681,000	6,279,000	Oklahoma .....	47,100,000	22,066,000
Georgia .....	51,257,000	3,549,000	Arkansas .....	40,145,000	2,547,000
Florida .....	7,492,000	.....	Montana .....	175,000	9,000,000
Ohio .....	66,488,000	28,344,000	Wyoming .....	40,000	2,400,000
Indiana .....	80,486,000	35,653,000	Colorado .....	1,708,000	7,000,000
Illinois .....	157,629,000	27,720,000	New Mexico.....	1,449,000	869,000
Michigan .....	36,061,000	13,921,000	Arizona .....	429,000	455,000
Wisconsin .....	26,618,000	3,366,000	Utah .....	331,000	4,500,000
Minnesota .....	25,369,000	88,435,000	Nevada .....	.....	1,264,000
Iowa .....	123,793,000	9,462,000	Idaho .....	136,000	9,000,000
Missouri .....	120,516,000	21,863,000	Washington .....	336,000	19,961,000
North Dakota.....	1,738,000	32,494,000	Oregon .....	567,000	18,420,000
South Dakota.....	21,620,000	41,581,000	California .....	1,470,000	16,074,000

## PROBABLE INCOME OF FAMILIES IN THE UNITED STATES—1910.

Classes of Incomes.	NUMBER OF FAMILIES			FAMILY INCOMES		
	Per Cent of Total.			Millions of P.C.		
	Farm.	Urban.	Total.	Dollars.	Total.	
Under \$400.....	2,454,000	3,630,000	6,084,000	32.2	2,275	10.0
\$400 to \$600.....	1,510,000	2,367,000	3,877,000	20.5	2,175	9.5
\$600 to \$900.....	1,197,000	1,503,000	2,700,000	14.3	2,325	10.2
\$900 to \$1,200.....	891,000	1,130,000	2,021,000	10.7	2,325	10.2
\$1,200 to \$1,800.....	286,000	1,500,000	1,786,000	9.4	2,775	12.2
\$1,800 to \$3,000.....	.....	1,446,000	1,446,000	7.7	3,400	14.9
Under \$3,000.....	6,338,000	11,576,000	17,914,000	94.8	15,275	67.0
\$3,000 to \$6,000.....	172,000	532,000	704,000	3.7	2,975	13.0
\$6,000 to \$15,000.....	.....	222,000	222,000	1.2	2,025	8.9
\$15,000 to \$60,000.....	.....	43,000	43,000	.26	1,115	4.9
\$60,000 and over.....	.....	7,000	7,000	.04	1,410	6.2
\$3,000 and over.....	172,000	804,000	976,000	5.2	7,525	33.0
Total.....	6,510,000	12,380,000	18,890,000	100.0	22,800	100.0

## A FOUR YEARS' RECORD OF AGRICULTURAL WEALTH.

	1910	1909	1908	1907
Corn .....	\$1,523,968,000	\$1,652,822,000	\$1,616,145,000	\$1,340,446,000
Wheat—Winter .....	413,575,000	459,154,000	410,330,000	361,217,000
Spring .....	207,868,000	270,892,000	206,496,000	193,220,000
Oats .....	384,716,000	408,174,000	381,171,000	334,568,000
Barley .....	98,785,000	93,971,000	92,442,000	102,058,000
Rye .....	23,840,000	23,809,000	23,455,000	23,068,000
Buckwheat .....	11,321,000	12,188,000	12,004,000	9,975,000
Flaxseed .....	32,554,000	39,466,000	30,577,000	24,713,000
Potatoes .....	187,985,000	206,545,000	197,039,000	183,880,000
Hay .....	747,769,000	689,345,000	635,423,000	743,507,000
Tobacco .....	91,459,000	95,719,000	74,130,000	76,234,000
Rice .....	16,624,000	19,341,000	17,771,000	16,081,000

## ADVERTISING AND NEWS GATHERING INTER-RELATED.

"A newspaper that does not print the news," says the Marinette, Wis., *Eagle-Star*, "will cease to be a good advertising medium, because, first of all, it must have circulation. The advertiser, who makes a request to have certain news kept out, as advertisers sometimes do, is, in reality, impoverishing himself. Advertising space is useless to sell, unless based on a considerable circulation among persons with

some confidence in the newspaper's integrity and fidelity to their interests.

"To destroy this confidence by suppression or perversion of news, by hesitation to give sound advice to the public for fear of offending advertisers is to cheat the advertisers themselves by impairing the value of the space sold them, by driving away both readers and customers. If a publisher were weak-backed enough to listen to such suggestions and threats, his paper would soon become so inane that no one would care for it."



## HAND-LETTERED AND TYPE ADVERTISEMENTS CONTRASTED.

CONSIDERATION OF THE FACTORS  
THAT MAKE AN ADVERTISEMENT  
AN OPTICAL UNIT—ONE ADVERTISER  
WHO SPENDS AS MUCH FOR  
DESIGNS AS FOR THE SPACE THEY  
OCCUPY.

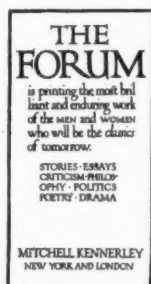
*By George French.*

It has come to be true that the efficiency and profit of advertising is determined in the office of the advertiser or agent, rather than by the periodicals that print the advertisements. It is not so long since the periodical was charged with all the responsibility of making the advertisement profitable. Now it is recognized that the efficiency of advertising is determined by factors reaching back to the production and selection of the raw material that goes to the making of advertised goods, and to the factory policy and practice of the maker. A large element in the success of advertising is the advertisement, as it is written and constructed, and this is leading shrewd advertising men to a study of the laws that control attraction and attention in the minds of the readers of periodicals.

Some of the acute advertisers have recognized the fact that type has its limitations, and that typesetters also have their limitations. To get the maximum of attractive power in advertising there is a tendency to appeal to the artist, and use pen-drawn designs in lieu of type-made advertisements, or to use a combination of design and type, with the type set to harmonize with the lines of the design. This is one of the manifestations of a very marked tendency to give a great deal more care to the preparation of the advertisement in all of its stages of growth.

During the past few years there has grown up what may be called the half-tone fetish, and very few advertisements have appeared in magazines without the half-tone for illustration or for decoration. There is now a tendency to break away from this fetish that has

made the pages of the great advertising mediums such a dead level of distinctive attraction. There is a return to the line engravings, to wood cuts, and to hand lettering. This return brings along with it a large amount of pretty bad art, but also a steadily increasing amount of really meritorious work. If it attains large proportions it will be necessary for artists to learn how to letter. Very few of them are now able to do it creditably. Few artists, even among the recognized decorators,



FIGS. 1 AND 2.

can make good letters, or seem to know anything about the principles of type designs. Letters made for a particular piece of work must not follow the rules of the type-designer, so far as their adaptability for interchangeable work is concerned, but should follow them in all the principles that have to do with the optical effect of the letters.

But the chief effect to be sought by the artist who designs advertisements must be their general effect. Single letters must be drawn as units of words, and words must be planned as units of the advertisement, and the advertisement must be considered as an optical unit. An artist who is to letter an advertisement has control of all the elements of attraction, and can focus them upon the purpose of the advertisement; and he can modify them to suit the end he seeks and to make the advertisement appeal to the reader in just the manner he wishes to have it appeal. In the use of type there is always the great element of ac-

commodation to deal with, and the modifications the compositor is bound to deal with are usually such as tend to weaken his motive and limit his appeal. The type he wants to use will not come into the line, the letters do not make optically solid words, the shoulder prevents the solid effect he wishes to get for two or three lines, etc. The artist can deal with all these conditions successfully. He can get just the effects the advertiser wishes, and he can fit his letters to the space at his disposal. Moreover, the artist is

been a great business-getter. Aside from its value as an example of good design and typography, this advertisement enforces a lesson: that it pays to take pains, and spend money, in designing advertisements. I understand that these advertisers spend as much making special designs, adapted to the medium used, as the insertions cost. There is not, I am told, any advertising now being done in the printing trade periodicals that can compete with this series as result-getters.

The examples given are not intended to show the best possible work. They were clipped from the papers of one day and the current periodicals of the month. Figure 1 was drawn by F. W. Goudy, of New York, one of the foremost letterers and type-designers in America; and Figure 2 is

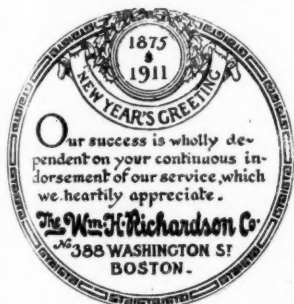


FIG. 3.

able to bring every element and every portion of the advertisement into complete harmony with its motive, or with the motive he is working to express. The typesetter, however skillful he may be, cannot do this, except in rare instances.

The artist who letters an advertisement can subordinate every stroke of his pen, every element in the advertisement, to the expression of the motive of the advertisement. The typesetter is obliged to reverse this order, and make the attempt to subordinate the motive of the advertisement to his medium of expression.

Excellent effects may be obtained by skillful combination of type and design, as in Fig. 5. This advertisement is an example of a style that has proved very successful. It is used only in trade papers with limited circulations, but it (and the others in the series, all of which are of the same general character as to design) has



FIG. 4.

from a German trade paper. Mr. Goudy has made his enclosing rule too heavy, and misses symmetry through not filling out the last line of the first block of type matter. The German piece is near enough to artistic perfection for all advertising purposes. It offers no artistic flaw upon which a casual reader may hang his indifference, and so excuse neglect of the advertisement.

(Continued on page 148.)



# Your 1910 PRINTING

## *Was It Entirely Satisfactory?*

¶ Remember that printing is one of the links in the advertising chain—and no chain is stronger than its weakest link.

¶ Poor printing has lessened the effectiveness of many an advertising message. Don't place this handicap upon *your* booklets, catalogues, folders, etc.

¶ Can you recall some piece of printed matter you sent out in 1910, the printing of which you felt could have been improved? You can be sure the *results* from that particular booklet or folder fell short in a proportionate degree.

# Charles Francis

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# Your 1911 PRINTING

## *Will Be—If Entrusted to Us*

¶ We take *particular care* with every piece of printing we produce. It is a matter of pride with us to turn out clean-cut, up-to-date, well-balanced work.

¶ In every department of our plant we have trained experts, capable of producing the best results. We have special facilities for the arranging and designing of booklets and catalogues.

¶ We refer you to the publishers of PRINTERS' INK for an endorsement of the high quality and character of our printing.

Press

**30 W. 13th Street, New York City**

**Telephone, 4090 Chelsea**

Figure 3, drawn by E. B. Bird, of Boston, was easily the most pleasingly conspicuous advertisement on the two pages of the newspaper before the reader, and they were filled with many others. It is not a faultless drawing, but it was, where it was placed, unique and therefore it had a value far above the value of the advertisements it overshadowed and outshone. Its chief fault is that the signature of the advertiser is too heavy; undoubtedly the fault of the advertiser rather than of the artist. Having made an advertisement that was unique wherever

that act, the type should have been set to correspond in outline with the circle, the title of the cut should have been placed in the white space between the wheels, and the words "closed cars," in the right upper corner, should have been made to harmonize with the word "Rambler" in the opposite corner.

#### THE BASIC ERROR OF AN ADVERTISING TAX.

From the policy of the Postmaster-General and recent recommendations of the President's message, it is clear that the official mind at Washington needs education in the first principles of modern co-operative life.

Official discrimination is now proposed against honest and legitimate modern advertising, passing through the mails in real newspapers and magazines, published for public information. When there is no question of fraudulency, the official theory is that if there is too much legitimate advertising for the legitimate reading matter the advertising ought to have discriminating rates imposed on it.

Getting back of this to first principles, its absurdity appears formidable. Through all the honest reading matter and all the honest advertising in periodicals circulating for public information, the vast modern scheme of free and voluntary co-operation has been created, extended and upheld. The reading matter, so far as it informs people hundreds or thousands of miles apart, of mutual needs, gives opportunities for mutual helpfulness and mutual advancement. This, as it enables many millions of people to work together with increasing intelligence and decreasing friction, has its necessary complement in honest advertising, through which each one may reach out freely for greater opportunities of co-operating fairly with all others. It is the best way, and the only way.

This is a statement of principles, fully scientific, as it defines what is most modern and most important in the life of the United States. Every year increasing thousands owe increasing comfort and greater opportunities to honest advertising. The "existing order" of society could not become more orderly without it. It would be disorganized at once by the loss for a single month of what advertising, in all its honest forms, means to modern life.—St. Louis Post-Dispatch.

#### EDITOR OF "SUNSET MAGAZINE" DEAD.

Charles Sedgwick Aiken, editor of *Sunset Magazine*, died January 6th at the Southern Pacific Hospital in San Francisco of pneumonia. Mr. Aiken was forty-eight years old and was a native of Cleveland. For fifteen years he was a prominent and popular figure in newspaper, art and club life in San Francisco.

### "MORE, PLEASE"

It's really surprising how quickly people take to B & K Rolled Oats. They like them from the moment they never get tired of them as they invariably do of ordinary oats. The flavor captures their palates the first time they taste them, and "more, please" is a familiar cry in thousands of Canadian homes where this wholesome and nutritious cereal is served for breakfast.



### B & K ROLLED OATS

are grown in the finest oats producing districts in the world—they are less fibrous than ordinary oats and contain no hulls. By rolling B & K

7lb. Sack 35c

Rolled Oats under great pressure we break the hard cell walls of the grain, and by applying heat while it is being rolled the natural rich flavor of the oats is greatly enhanced.



Most Economical No Hulls

To get acquainted with B & K Rolled Oats buy a 7lb sack today, then order it in the 8, 20, 40 or 50 lb size and save money. Your grocer sells them.

The Borchers-Kor Milling Co. Ltd. of Victoria, B.C.

FIG. 5.

placed, the advertiser must needs spoil its fine effect by over-emphasis of his name—and unnecessary emphasis at that. Figure 4 shows how easy it is to mar a good design through not having the courage to take a little more pains or spend a dollar more of money. The design boldly essays to reconcile discordant motives—the rectangle and the circle—and emphasizes the failure by inserting the rectangle of type within the circle. These battling motives neutralize the whole advertisement. Granting the use of the circle within the rectangle, all efforts should have been made to soften and excuse

# ELIMINATE WASTE

## Hardware Dealers' Magazine

DANIEL T. MALLETT

Publisher

253 BROADWAY

New York, January 19, 1911.

MR. MANUFACTURER.

Dear Sir:

You are anxious to keep your selling expense down to the lowest possible point.

One of the best methods for decreasing selling cost is to eliminate waste.

In reaching the Hardware Merchant, you eliminate waste effort when you use the Hardware Dealers' Magazine. It is read from cover to cover by practically every live Hardware man in the country. Its breadth and volume of trade news, and the quality and variety of advertising, make it practically a necessity to the progressive dealer.

If you look slowly through its pages yourself, you will realize how closely it is in touch with the dealer through its authoritative information on means, methods, men and merchandise in the Hardware field.

As a matter of fact, you cannot drive a great selling wedge into the Hardware Dealers' trade unless you use Hardware Dealers' Magazine, and as soon as you look it over, putting yourself mentally in the place of the dealer, you will realize that this is an indisputable fact.

Yours very truly,

**HARDWARE DEALERS' MAGAZINE**

P. S.—A Specimen Copy, on request, will put you in a position to determine its value to your business.

## Printers' Ink's Collaborators

SOME OF THE MEN WHO CO-OPERATED IN MAKING 1910 THE  
MOST NOTABLE YEAR IN PRINTERS' INK'S HISTORY

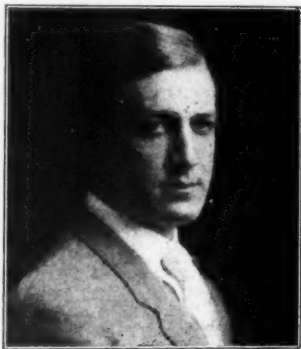
It is fitting that PRINTERS' INK, in its Annual Review Number, should make acknowledgment to the many able and prominent men who have assisted in making 1910 the most notable and successful year in the history of this journal.

On the following pages will be found portraits and brief biographical notes of some of those who have figured most prominently in its columns either as contributors or as advertisers. Unfortunately, such a list is bound to be incomplete, a fault which can be remedied in the future. If limited time and various obstacles had not intervened, the roster would have been far larger, for those whose names appear in PRINTERS' INK more or less frequently, include practically all of the notable figures in the advertising world to-day—those who are doing most to advance and develop the industry, who are breaking new paths and achieving new goals either as national advertisers, as agents or as publishers of mediums of recognized merit.

During 1911, PRINTERS' INK will continue along the same independent lines as in the past, not retained by any special interest or interests, a journal of advertising, for advertising men of all creeds, and made by practical workers in the advertising field. It will continue to be a meeting-place for many men of many minds, where ideas that have the germ of merit in them can be threshed out, and experiences can be exchanged. Advertising is still in its formative period and considering the vast amounts of money expended for salesmanship on paper, there cannot be too much light on its various intricate problems.

To those who have co-operated to make PRINTERS' INK what it is to-day, either by contributing articles or advertising patronage,

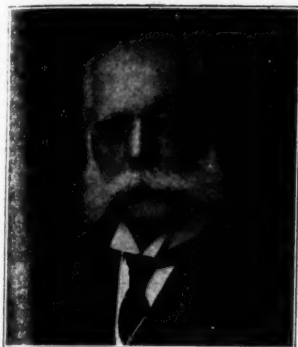
the publishers of PRINTERS' INK extend their hearty thanks and best wishes for a prosperous New Year.



BARRETT ANDREWS.

Barrett Andrews, secretary and advertising manager of *Vogue*, was born in Illinois in a small town where as he says, "about the only excitement was watching the four o'clock train go by." After attending the University of Chicago, he started in the advertising business six years ago in the Western office of the *Review of Reviews*, and the *Country Calendar*, published by the Review of Reviews Company. From that post he went as advertising manager of the *Salesmanship Magazine*. He then joined forces with the Butterick Trio, working in the Western office and later in the Eastern office. He became advertising manager of *Vogue* in July, 1909. He has specialized in food products and textiles.

To say that Thomas Balmer was born in 1848 and is now advertising director of the *Woman's World*, with its 2,000,000 circulation a month, gives little indication of the influence he had exerted upon the development of advertising. After a period with the Curtis Publishing Company he threw in his fortunes with the Butterick Trio and became the Western manager of these magazines. His originality of method and his peculiar effectiveness in creating advertising won him the directorship of advertising of the Butterick publications in 1908. The Butterick publications were then just awakening



THOMAS BALMER.

to the opportunities that lay before them and to Mr. Balmer was entrusted the pioneer work of preaching the advertising idea to manufacturers and arousing them to the importance of achieving a national market in a truly national way. He was among the first to invade the offices of textile manufacturers with proofs of the value of good advertising. He led an effective campaign for food advertising in the later years of his regime with Butterick's. In 1905 Mr. Balmer resigned to become advertising director of the Street Railways Advertising Company. In 1909 he took a vacation. Back in 1910, he accepted a position with the *Woman's World* and is now organizing its advertising department and methods with all the enthusiasm and fire of his earlier days.

William Henry Baker, secretary, director and advertising manager, the English Woolen Mills, Cleveland, O., was born in Philadelphia in 1869. He



WM. H. BAKER.

was educated in the public schools and at the close of his course entered the employ of N. W. Ayer & Son. In 1888 he removed to St. Louis to take up the advertising of B. Nugent & Bro. About the time of the Chicago Exposition Mr. Baker went to that city and spent several years in the advertising of the garment trade. Nineteen hundred and two found him in New York superintending the advertising of a financial enterprise. He found, however, that the mercantile work possessed much greater charm for him, so in 1904 went to Cleveland to take charge of the advertising of the English Woolen Mills Company.

While in Chicago he was one of the organizers of The Associated Publishers of Commercial Periodicals.

Mr. Baker has aired his favorite hobby in the preparation of a "Dictionary of Engraving." He has also published a "Dictionary of Men's Wear" and has now in hand a "Dictionary of Advertising."



E. M. BENSON.

E. M. Benson, advertising manager of the Hopkins & Allen Arms Company, Lowell, Mass., was born in Detroit in 1884. He attended the public schools of that city, and entered the University of Michigan from the Detroit University School. At the close of his course there in 1906, Mr. Benson went to New York and connected with the Frank Presbrey Company. In August of the same year he became assistant advertising manager of John & Joseph Drysdale & Co., an importing house in Buenos Ayres, Argentine Republic. After one year in this position he returned to the United States to accept the position of advertising manager for the Hopkins & Allen Arms Company.

William H. Black, very well known in the magazine field, was born about thirty-four years ago. He commenced his advertising career under the direction of Thomas Balmer, at that time Western manager of the *Ladies' Home Journal*. After he was one year in that position, Mr. Balmer was ap-



W. H. BLACK.

pointed Western manager of the Butterick Trio and Mr. Black went with him. When Mr. Balmer was made advertising manager of the Butterick Trio Mr. Black was made Western manager and remained in that position, until he was made advertising manager, with headquarters in New York. He was with the Butterick Trio for nearly ten years and within this time was responsible for a number of changes put into effect. One of the most important of these was the change in the size of the *Delineator*, which was a marked improvement over the former size. After his resignation from the Butterick Trio he became advertising manager of *Hampton's Magazine*.

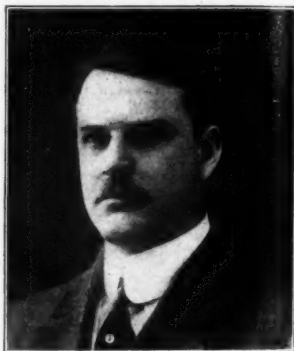
Paul Block, widely known as a special representative of newspapers and magazines, was born thirty-five years



PAUL BLOCK.

ago, and has been representing publications for nearly twenty years. He is reputed to be one of the very ablest special agents in business. This is evidenced by the fact that he not only has charge of the advertising of the publications he represents but also is a stockholder in many of them. He has a staff of fifteen men and has recently taken enlarged quarters. His knowledge of advertising conditions is very thorough and he has been chiefly responsible for the general success of some of the publications he represents, which include the *Pictorial Review*, *Illustrated Sunday Magazine*, the *Syracuse Post-Standard*, *Memphis News-Scimitar*, *St. Louis Times*, *Newark Star*, etc.

Robert A. Boice, advertising manager of the *American Magazine*, has always been a salesman. He was born one. Until about ten years back he sold tan-



R. A. BOICE.

gible things. He went West about twenty years ago, and sold clothing in Des Moines, Iowa. He went to Pittsburg later and for three years was connected with the J. M. Gusky Company. He then organized, and for several years was superintendent of an industrial school. Later he joined the staff of the *Scientific American*, where he remained until six and a half years ago, when he became connected with *Frank Leslie's Popular Monthly*, now *The American Magazine*. He represented this magazine in the capacity of solicitor and assistant advertising manager until last May, when R. C. Wilson resigned, and he was appointed advertising manager.

L. T. Boyd, publisher of the *Milwaukee Journal*, was born at Natchez, Miss., 1861. Mr. Boyd acquired the *Milwaukee Journal* in 1890 and has conducted it with splendid success since that time. The *Journal*, under Mr. Boyd's management, has become one of the best papers in the South. Mr. Boyd attributes his entire success to two in-

# BETTER FRUIT

The National Organ of the Big Fruit Growers.

## A Few Facts About This Sterling Advertising Medium

1. BETTER FRUIT is the only fruit growers' publication in America devoted exclusively to fruit growing.

2. The advertising carried by BETTER FRUIT has increased consecutively 50% each year up to 1910. In 1910 the increase was 80% over 1909!

3. In 1906 BETTER FRUIT commenced publishing an edition of 4,000, printing a twenty-four page paper. In 1910 the subscription list had grown to 13,000. In December BETTER FRUIT published 14,000 copies.

For the year 1910 BETTER FRUIT averaged ninety-two pages per issue. Between twenty and forty-eight pages is the average run of other fruit growers' papers.

4. The January issue of BETTER FRUIT carries 65 pages of advertising! Strong evidence that BETTER FRUIT gets results for its advertisers.

5. BETTER FRUIT'S subscription list has been built on merit—no cut rate or premium has ever been employed. This kind of subscription list renews itself and is of permanent value to advertisers.

Send for a sample copy of this handsome and influential publication. Write for more information concerning the wealth, prosperity and buying power of the 13,000 fruit growers' families that BETTER FRUIT reaches and influences.

**BETTER FRUIT PUBLISHING CO.**  
Hood River, Ore.



L. T. BOYD.

violate rules of his business office—First, "Tell the truth about circulation; second, stand by your advertising rates."

John Budd, of the John Budd Company, special agents, was born in 1867, and resigned himself to advertising work when he saw that it was inevitable. He had his first newspaper experience as a carrier of the Camden (N. J.) *Daily Post*. After one or two ventures he found himself in Williamsport, Pa., in the early eighties where, for the love of it, he interested himself in the promotion of the sport of bicycling. He just naturally came under the eye of the publisher of *Grit*, of Williamsport. He remained with *Grit* for nine years, acting first as circulation manager and later as advertising manager. He was an able assistant to Publisher Lamade in putting *Grit* where it now is. Nine years ago he



JOHN BUDD.

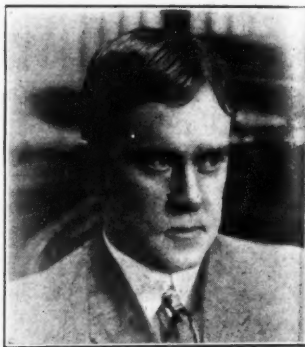
purchased an interest in Smith & Thompson, special agents, and now controls this agency under its name of the John Budd Company.

Mr. Budd is an expert on matters pertaining to the territories served by the publications he represents. To advertisers he appears an animated encyclopædia of pertinent information.

John Frederick Baringer, business manager of the New Orleans *Times-Democrat*, was born to the work of the newspaper world in New Orleans thirty-seven years ago.

The early death of his father made young Baringer, at twelve, the sole support of the family. He was given a position on the *Times-Democrat*, on which paper his father was working at the time of his death. This was twenty-two years ago. Since then Fred Baringer has lived only in and for the *Times-Democrat*.

Mr. Baringer has,

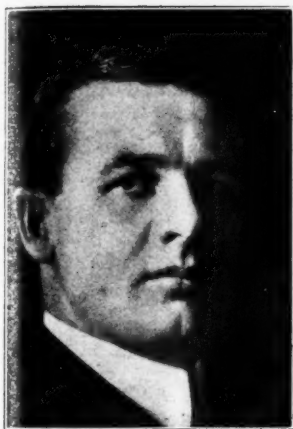


J. F. BARINGER.

during his many years of service, filled nearly every place at one time or another, especially in the business department, where he rose rapidly from a simple clerkship to cashier, and then to acting business manager, and finally to business manager.

Hugh Chalmers, President Chalmers' Motor Car Company, Detroit, Michigan, was born in Dayton, Ohio, in 1878. He started his business career as an office boy for the National Cash Register Company. At 18 he was office salesman; at 20 a sales agent with exclusive territory; at 24 district sales-manager for Ohio; at 25 he was made assistant sales manager; at 27 sales manager, and at 29 vice president and general manager. Seven years later he severed his connection with the Cash Register Company to build a business under his own name and conducted in his own way. Mr. Chalmers is entirely responsible for the wonderful growth of Fairview, a suburb of Detroit. He started the manufacturing of motor

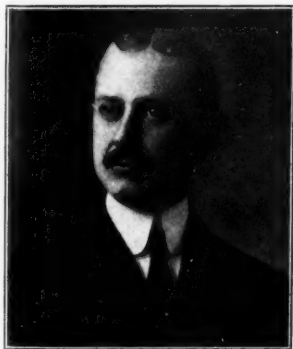




HUGH CHALMERS.

cars in 1898 and began the wonderful advertising career which has made him famous. Mr. Chalmers is surely one of the greatest and most persistent advertisers in the automobile industry, with the result that Chalmers' cars are known wherever automobiles are used. He has lectured upon manufacturing and distribution principles before boards of trade and chambers of commerce, in a great many cities, and in several universities. In addition to being president of the Chalmers' Motor Car, he is a member of the Executive Committee of the Association of Licensed Automobile Manufacturers.

J. T. Beckwith, president of the S. C. Beckwith Special Agency, after twenty-five years' labor under S. C.



J. T. BECKWITH.

## THE LARGEST ADVERTISEMENT

Ever Carried  
by a  
Farm Paper

for an individual implement house, is now appearing in the January issue of *The Pacific Northwest*.

This record advertisement consists of 8 pages for Mitchell, Lewis & Staver, of Portland, Ore.

## *The* Pacific Northwest

is the only Farm Paper covering Oregon, Washington and Idaho, which shows *postal receipts* for claimed circulation.

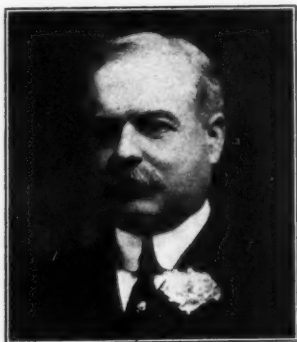
We are starting in for a record year of advertising—and results. Write for rates to-day.

PHILIP S. BATES, PUB.  
215 Oregonian Bldg.  
Portland, Ore.

Eastern Representative  
HOPKINS SPECIAL AGENCY  
150 Nassau St., N. Y. City.

Beckwith, was elected to the presidency of the agency on his brother's death. The Beckwith Agency is one of the best known in the foreign agency field. Its organization has been steadily developing as the necessity for representation of this sort has been brought home to publications all over the continent. The list of papers whose foreign advertising is handled by this firm is a very long one, and contains the names of many famous state and city newspapers.

Charles Arthur Carlisle, chairman publicity committee, Studebaker Bros. Mfg. Company, South Bend, Ind., was born in Chillicothe, Ohio, in 1864. He was educated in the public schools of that town. After filling two minor positions he entered railway service and commenced as messenger boy for the Marietta & Cincinnati Railway, now



C. A. CARLISLE.

the B. & O. S. W. R. R., at Chillicothe, Ohio. In 1884 he left the railway service and identified himself with the *Ohio State Journal*, of Columbus, Ohio, a leading Republican paper. In 1886 he re-entered the railway service and, starting again on the lowest rung of the ladder, climbed successfully through the various departments of the "Nickel Plate Road" to a position of importance as a cashier. The following year he became secretary to the general manager of the Toledo & Ohio Central Railway, at Toledo, Ohio. In 1890 he was made purchasing agent of the "Burk System" of railways.

Mr. Carlisle was married in 1891 to Miss Anna Studebaker and became identified with the Studebaker Brothers Manufacturing Company, of South Bend, Ind. He is identified with many societies, clubs and organizations of different kinds. He is a Mason, a Republican and holds the rank of colonel on the staff of the Governor of Indiana.

J. Cotner, Jr., secretary, treasurer and business manager of the Sprague Pub-



J. COTNER, JR.

lishing Company, Detroit, Michigan, has been connected for twenty-one years with the Sprague Company. He has been closely identified with its publication of law magazines and books, and also for eleven years with the publication of the *American Boy Magazine*. In the development of the *American Boy*, Mr. Cotner has taken the greatest of pride. He believes that a magazine of this nature would have a splendid opening in every home where there was a boy. He has been responsible for the forming of the editorial policy of this paper, as well as its advertising policies. Mr. Cotner is prominently identified with business, social and church life in Detroit.

John W. Campsie, general manager, The Evening Wisconsin Company, Milwaukee, Wis., was born of Scotch parentage near Toledo, O., on October 3, 1861. His parents, soon after his



J. W. CAMPSIE.

birth, moved to New York City, where he in due time attended the public schools until his family returned to the West and settled in Southern Michigan.

At the age of fourteen he was apprenticed to the printing and publishing business, serving eight years in the pressrooms, jobrooms, proofrooms and newspaper departments, where he learned the printing business in all its branches. For over sixteen years he was manager of the large manufacturing department of the Evening Wisconsin Company.

In March, 1909, Mr. Campsie purchased an interest in the Evening Wisconsin Company from the late A. J. Aikens and became its general manager. Success has attended Mr. Campsie's management of the newspaper and very satisfactory gains are shown for the period since he took absolute charge.



R. I. CUYLER.

R. I. Cuyler, manager and director of Gould & Cutler, Inc., has been in the paint business for six years and was, until recently, advertising manager of the Carter White Lead Company. He organized an advertising department for this firm and during his incumbency the advertising appropriation grew from a small to a large sum. He originated the Carter Times, a successful house organ. He is understood to be a stockholder in the company he is now with.

Walter B. Cherry, advertising manager of Merrel-Soule Company, Syracuse, N. Y., has had, from his earliest boyhood up, close connections with printing and editing. As a small boy he published a paper of his own, and continued the same type of work as the editor of the paper of his high school. He started his business career with the Builders' Supply Company, Toronto, Ont. In 1895, Mr. Cherry joined the Merrel-Soule Company forces, as a traveling salesman. Since 1900 he has been the advertising manager to that firm, and has pushed to the front the well-known "None Such Mince Meat" of that firm. He is first vice-

# Illustrated Sunday Magazine

The issues of January,  
1911, show an

**Increase of 45%**

over January, 1910.

This increase in volume  
of advertising carried is  
most convincing evidence  
of the growth of the  
Sunday Magazine Idea.

## THE LIST

Pittsburgh Gazette-Times  
Rochester Democrat & Chronicle  
Memphis Sunday Commercial  
Appeal  
Kansas City Journal  
Cleveland Leader  
Detroit Free Press  
Louisville Courier-Journal  
Minneapolis Tribune  
Milwaukee Sentinel  
Cincinnati Com. Tribune  
New Orleans Picayune  
Richmond Times-Dispatch  
Columbus Dispatch  
Denver Republican  
Buffalo Times  
Worcester Telegram  
Providence Tribune

**PAUL BLOCK, INC.**

CHICAGO NEW YORK BOSTON



WALTER B. CHERRY.

president of the Association of American Advertisers; a director in the Association for the Promotion of Purity in Foods; a director of the American Specialty Manufacturers' Association, and president of the Syracuse Advertising Men's Club.

Elmer E. Clarke, business manager of the New Orleans *Item*, started life as a railroad man and entered the advertising business fifteen years ago in connection with the Evansville *Courier*, but later became manager of the San Antonio *Light*. Three and one-half years ago, Mr. Clarke became business manager to the New Orleans *Item* and has been identified in this larger field with the progress of one of the leading newspapers of the South. It has been his endeavor to represent the circulation and standing of his paper at all times in such a way that there could be no disappointment in the results by the patrons of its circulation.



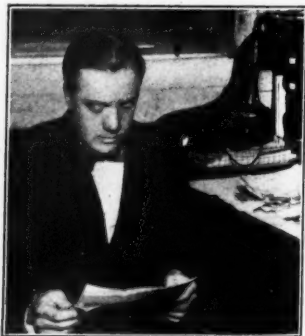
E. E. CLARKE.



F. X. CLEARY.

F. X. Cleary, advertising manager Western Electric Company, New York, has been connected with that company for several years. He began his career in a minor capacity and filled various positions until 1906, when he entered the sales department, and his work almost immediately took on the aspect of advertising. In 1905 he took charge of the supply sales department of the Western Electric Company's Atlanta House, and subsequently returned to New York to take charge of the telephone apparatus sales in that district. Early in 1909, his entire interest was centered in the general advertising department of the Western Electric Company, the management of which he is still carrying on.

S. DeWitt Clough, advertising manager *Clinical Medicine*, Chicago, was born in that city thirty-one years ago. He entered the advertising world about ten years ago on the staff of the *American Printer*. He became advertising



S. DE WITT CLOUGH.

# Real Estate Accounts **35**

**A**MONG various lines of advertising to which this organization has devoted especial attention is **REAL ESTATE**.

Looking over our books for the last 15 months, we find we have carried space for no less than 35 corporations and individuals in this broad field, including real estate brokers, owners and operators and title, mortgage and building companies.

Every line of this space has been carried on the basis of "full service and full commissions," a record which we challenge any other advertising agency to match.

The business above mentioned includes many of the largest and strongest concerns in America which have appreciated our knowledge of conditions in their business and our conscientious, first hand, thorough study of their individual problems.

We are now making plans for 1911 campaigns and invite correspondence or interviews with interested principals.

**THE  
Siegfried  
COMPANY**

Frédéric H. Siegfried, Pres. and Treas.  
GENERAL ADVERTISING  
50 Church Street New York  
Telephone 7825-7826 Cortlandt

**"Service  
in Advertising"**

and subscription manager of the *American Journal of Clinical Medicine* in 1904. Mr. Clough made an auspicious entry into the advertising world as his first bit of journalistic work was to secure an interview for **PRINTERS' INK** and his first subscription effort was to secure a subscription for the same magazine. He is the author of two popular little books, entitled "Backbone" and "Letters from a Baseball Fan to His Son."

Howard Davis, advertising manager of the New York *American*, was born at Scranton, Pa., in 1876. He started in the newspaper business in a clerical capacity at the age of seventeen, in the business office of the Scranton, Pa., *Tribune*. He remained with the *Tribune* for about nine years, occupying in that time various positions in all departments of the paper, and finally becoming advertising manager, which position he left in 1902 to become advertis-



HOWARD DAVIS.

ing manager of the Scranton *Republican*, occupying that position until March of 1904, when he made a connection with the Vreeland-Benjamin Special Agency, in New York.

He remained with the latter concern until December, 1908, at which time he joined the Hearst forces as Eastern representative of the Chicago, San Francisco and Los Angeles *Examiners*, later being made foreign advertising representative of the New York *American* and afterward advertising manager of the New York *American*, the position he now occupies.

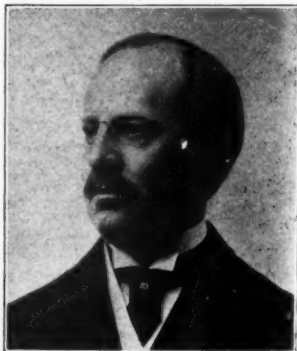
F. E. Dayton, sales manager Columbia Motor Company, was born in Hartford, Conn. He started his advertising career while still a schoolboy in that city. His next advertising experience was in connection with programme advertising. At the close of his high-school course he went into newspaper work, and after some experience there became press agent for Liebler & Company in the early days of that firm, writing straight and "dog"



F. E. DAYTON.

stories for several theatrical productions of considerable note. His connection with motor car advertising came about through some experience had with the advertising of Columbia bicycles. When the United States Motor Company was organized a year ago, and the Columbia Motor Car Company made one of its affiliated concerns, Mr. Dayton became sales manager, which carries with it a general direction of advertising as well.

Truman A. De Weese, advertising manager of the Shredded Wheat Company, Niagara Falls, has been known to the advertising world for a number of years as a journalist and author. Mr. De Weese was educated for a physician, but never practised his profession. His earliest newspaper experience was with a couple of village newspapers; later he was an editorial writer on the *Chicago Times-Herald*.



T. A. DE WEESE.

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and *Record-Herald*, and at the same time edited a little dietetic magazine called *What to Eat*. It was through this publication that he became connected with the Shredded Wheat Company. Mr. De Weese was awarded a medal at the St. Louis Exposition "in recognition of notable contributions to the current literature of the exposition." His "John and Jane Letters" from the St. Louis Fair appeared in 1904 and enjoyed a wonderful popularity. They were printed in over three hundred newspapers. Mr. De Weese has contributed a number of magazine articles to the *Cosmopolitan*.

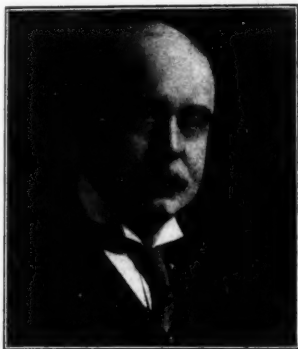
S. C. Dobbs, president of the Associated Advertising Clubs of America, advertising manager of Coca-Cola Company, Atlanta, Ga., was born on a plantation in Carroll county, Georgia, in 1868. Up to the age of eighteen he lived the life of an ordinary country



S. C. DOBBS.

boy, receiving what education he could by attending the mid-winter schools. In 1886, he entered the employ of the drug firm of Asa G. Candler & Co., Atlanta, Ga. Passing through the various departments he went on the road as a salesman for Coca-Cola when the Candler Company acquired that product. Through different departments of the newly formed Coca-Cola Company Mr. Dobbs proceeded until 1903, when he was made sales manager, and in 1906 the advertising and sales departments were combined and he was given entire charge. In 1909 he was elected president of the Associated Advertising Clubs of America and re-elected in 1910. His home is in Inman Park, a suburb of Atlanta.

Horace Dumars, advertising manager of *The Ladies' World*, New York, has been identified with that magazine for twenty-one years. Before associating himself with S. H. Moore, publish-



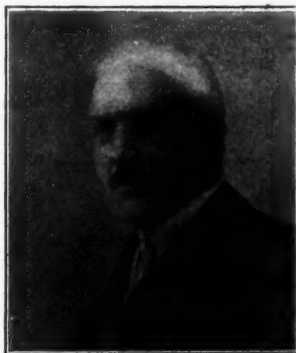
HORACE DUMARS.

er, he had been New York representative of the *Ohio State Journal*, and had also established the first bureau for syndicating cuts to advertisers. Before coming to New York he had been engaged in advertising and in reportorial work in various fields.

While devoting his energies to building up advertising for *The Ladies' World*, he also materially assisted in building up two large paper pattern companies. A few months later he was a two-thirds owner of the New Idea Pattern Company. The original scheme on which this company was built was furnished by Mr. Dumars, while the name was given by his partner.

Mr. Dumars has been strongly averse at all times to questionable advertising, and was the first advertising man who made warfare upon missing letter puzzles.

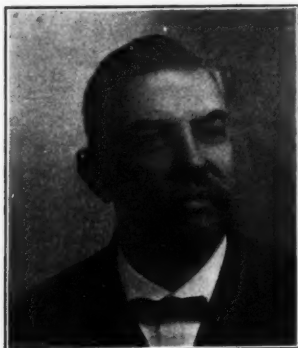
George Ethridge, president of the George Ethridge Co., was born in 1866 at Rome, N. Y., and received his edu-



GEORGE ETHRIDGE.

cation at River View Military Academy, Poughkeepsie, and Phillips Andover Academy, Andover, Mass. After a year of travel in the Old World, he entered the employ of Austin Nichols & Company, N. Y. In 1887 Mr. Ethridge was engaged in gold mining in California. The following six years were spent in the study of art in the great schools of New York, London and Paris. His first work appeared in the *Pall Mall Gazette* and *Pictorial News*, of London, England. He has served in the capacity of staff artist for a number of New York publications. In 1902 Mr. Ethridge founded the George Ethridge Company, of which he is now president.

Robert Ewing, president and manager of *The Daily States*, New Orleans, has entered the newspaper world from the telegraphic desk. After filling a number of various positions in connection with different papers, he ac-



ROBERT EWING.

quired interests in the *Daily States* and the *Shreveport Times*. Mr. Ewing has been prominently identified with Democratic politics in Louisiana for a number of years.

S. Keith Evans, advertising manager of the Crowell Publishing Company, was born in Barren County, Kentucky, thirty odd years ago.

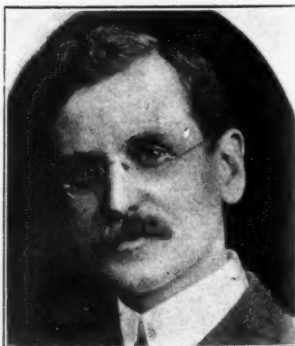
First experience in the publishing business (1895) was with a small Southern trade paper, *The Southern Cycle*. Mr. Evans came to New York in 1897, and took an inside position with the *New York Evening Post*. Six months later he was given an outside position as solicitor, and later was promoted to all the various positions in the advertising department. About seven years after he left the *Post* to accept the position of advertising manager of the *Review of Reviews*, and was also advertising manager of *The Country Calendar* at the same time. He went from there to the Butterick Trio as



S. KEITH EVANS.

assistant to Ralph Tilton, but left there in a few months to help make the present organization that now runs *Woman's Home Companion* and *Farm and Fireside*, of both of which papers he is now advertising manager.

C. A. Emise, advertising manager of the Lozier Motor Company, was born in Durant, Ia., 1871. He was a railway telegrapher at seventeen, and then went to Salt Lake City and engaged in the bicycle and cash register business. He was the first man to tour Yellowstone Park on a bicycle. H. A. Lozier, Sr., then making "Cleveland" bicycles invited him to join his organization, and he was in the sales department continuously from 1891 to 1905, even after bicycle making was discontinued. He handled advertising as well as sales, even after motor making was undertaken. In July of last year he relinquished all sales activity to give his time to advertising.



C. A. EMISE.



**Largest Paid in Advance Subscription Circulation of Any  
Daily Newspaper in the World**

THE  
**Woman's National Daily**

University City, St. Louis, Mo.

**400,000 PAID SUBSCRIBERS**

¶ The strict copy rules of the paper debarring every line of medical and all objectionable advertising, insure you the confidence of the subscribers—including 100,000 members of the wonderful American Woman's League movement who own a one-third interest in the publication and help their own pocket-book by staunchly supporting its advertisers.

¶ The fact that we give no premiums—every subscriber pays the full price on basis of the paper's merit—is positive proof of the Woman's National Daily's excuse for existence.

¶ With the testimonials galore from advertisers—and, better yet, their steady patronage—we prove the "pulling powers" of the publication—the attention its advertising columns receive.

¶ With Post Office Receipts—or in any way you prefer—we prove the quantity of our circulation.

¶ With subscription lists for any town you may select, we prove the "quality" or purchasing power of Woman's National Daily homes.

¶ If these, the only recognized attributes of a successful general advertising medium, are all embodied in the Woman's National Daily (as we prove in advance), and you are in position to sell your goods either through dealers or by mail orders to the "prosperous 65 per cent" in towns of less than 25,000 population, you owe it to your business to investigate.

¶ Someone has said that many advertisers are predisposed to follow the lines of least resistance—to trail "habit bound" competitors in the many publications that belong in the "yesterday" class—but the logical way to find your own market and develop it through the right medium—the publication of today—is to make your own investigations.

¶ Take the initiative—begin today.

**SCHEDULE OF WEEKLY FEATURE SECTIONS**  
**WOMAN'S MAGAZINE SECTION, 1st Wednesday**  
each month  
**BEAUTIFUL HOMES SECTION, 2nd Wednesday**  
each month  
**WOMAN'S FARM SECTION, 3d Wednesday** each  
month  
**ART AND EDUCATIONAL SECTION, 4th Wednesday** each month

Write us for advertising rates of the regular news section, as well as rates and other information concerning the weekly feature sections containing story matter, etc., that form a most important part of this publication.

¶ Address, Cal. J. McCarthy, Adv. Mgr., University City, St. Louis, Mo.

**CHICAGO**  
**ROSS AND HOWE, Inc.**  
712 Hartford Bldg.

**NEW YORK**  
**GEORGE B. LEWIS**  
1702 Flatiron Bldg.



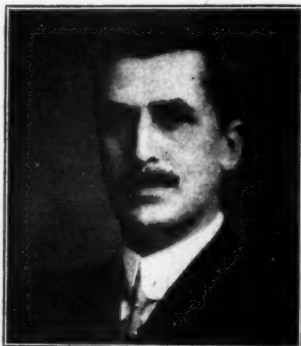
F. A. FARRAR.

F. A. Farrar, advertising manager Adams & Elting Company, Chicago, was born at Dubuque, Ia., in 1877. He spent his boyhood in Boston. After attending Oberlin College in Ohio he settled in Chicago. His first connection was with the Chicago Newspaper Union. Later he was employed by the Binner-Wells Company. Shortly after this time Mr. Farrar was compelled by ill-health to leave the city, and while in the Michigan woods he turned out a series of prose poems illustrated with pencil sketches that have been widely known. Later, Mr. Farrar studied music in France and Italy. In 1907 he became connected with the Adams & Elting Co. Mr. Farrar keeps up his interest in music along with his many other interests in art and advertising. He has sung as a soloist in many cities and has been a soloist in St. Chrysostom's Church, Chicago, for the past nine years.



R. E. FOWLER.

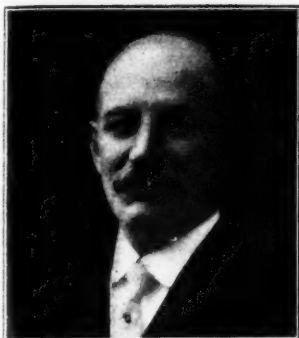
Robert E. Fowler, advertising manager of the Printz-Biederman Company, Cleveland, Ohio, was born in New York State in 1877. He received his early education in the schools of New York and Michigan. At eighteen he entered retail merchandising in the employ of the Stearns Lumber Company. The first three years were spent in retail merchandising and for four years he carried the grip in the Southern states for the American Tank & Fixture Co., of St. Louis. In 1902 Mr. Fowler started the Mercantile Advertising Company in Minneapolis, to advertise a specialty proposition. Within a few months he deserted this, however, to return to retail selling, coupled with the superintendency of advertising. Later he organized the Fowler System Company, a special service agency, in which he was interested until a year and a half ago, when he sold the control upon forming his present connection.



WM. GALLOWAY.

Wm. Galloway, president of the Wm. Galloway Company, makers of agricultural implements, Waterloo, Ia., was a salesman on the road selling to farmers and dealers before going into the mail-order implement business. He started with a harrow cart, and began advertising with an inch ad. He has used as much as nine pages at one time in farm papers and his business is growing rapidly. He is noted for his daring methods of advertising and the "personal note" in his copy. He is very tall and hearty in manner, and an enthusiast in advertising.

William H. Gannett, publisher of *Comfort*, was born in Augusta, Me., in 1854. He is a descendant of several distinguished New England families. His educational career was cut short by the development of circumstances in his home. During the early years of his life he was engaged in mercantile work, first as a clerk and later as a partner and owner. It was throughout these



W. H. GANNETT.

years that he was acquiring the self-planned education that led to the inception of the *Comfort* enterprise in 1888. Since then his story has been one of continually growing success. His publication has prospered mightily and to-day he enjoys the fruits of his labors in a beautiful home and farm on the outskirts of Augusta. Mr. Gannett represented his city in the state legislature for two terms. He is an enthusiastic churchman and a member of various civic, fraternal and charitable associations.

Harry B. Gillespie, advertising manager, Michigan Stove Company, Detroit, Mich., was born in Allegheny, Pa., fifty years ago. He was graduated from the public schools of that city and successfully completed the course at Connequenessing Academy, Zelenople, Pa. After leaving school he spent a year and a half in Texas, in the engineering corps of the Texas Pacific Railway Company, and, subsequently one year with the Olean, Bradford & Warren Rail-

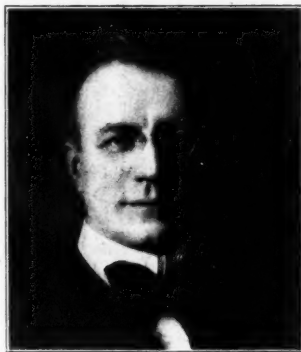


HARRY B. GILLESPIE.

way with headquarters at Bradford, Pa. In 1881 he removed to Detroit and has since been continuously associated with the Michigan Stove Company of that city. He is now a director of the company and has general oversight of its advertising, correspondence and credit departments.

Mr. Gillespie is married and resides in the Pasadena Apartments, Jefferson avenue, Detroit.

C. L. Greene, advertising manager of the United States Cartridge Company, Lowell, Mass., was born in Troy, New York, where he got his first experience in the journalistic world, as a reporter and news editor on a morning paper. For a number of years, he served as secretary to the American School of Correspondence. In 1905 he became connected with Rice & Hutchins, shoe manufacturers, installed their mail-order department, and at the end of the year took charge of their advertising depart-



C. L. GREENE.

ment. In September, 1910, he severed this connection and took the position of advertising manager for the United States Cartridge Company, Lowell, Mass., with offices in Boston.

O. J. Gude, president of O. J. Gude Company, outdoor advertising, of New York, was born in the old West Side district of New York forty-nine years ago; in fact, upon the same spot where in later years he leased the building in which to conduct his advertising business.

He was the first national solicitor for the Associated Billposters of the United States and Canada to properly systematize and present this medium to commercial advertisers.

While Mr. Gude is interested in numerous plants as president or treasurer, the business of the O. J. Gude Company, New York, is more particularly painted, illuminated and electric signs. Mr. Gude is often referred to as the "Creator of the Great White Way."

He started in business for himself



O. J. GUDE.

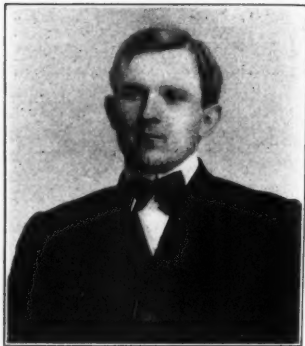
in 1889, and his first feat was to advertise himself through his great scheme of 1,000 original ads in 1,000 hours for the *New York World*, for which he received a prize of \$1,000.

L. R. Greene, advertising manager the Sherwin-Williams Company, Cleveland, Ohio, started his business career in the retail hardware business. In 1899 he became connected with the shipping department of the Sherwin-Williams Company's Toronto office. He was soon transferred to the advertising department at Cleveland. This was his first advertising experience. He worked under the directions of former managers about seven years, and upon the promotion of the latter of these, was appointed advertising manager. Mr. Greene has charge of the printing and circulation departments of the business.



L. R. GREENE.

S. Roland Hall, principal, International Correspondence Schools Advertising School, is a Virginian by birth. He is a good example of the success of practicing what one preaches, as he is a self-educated man. He entered the New York advertising field twelve years ago in the employ of M. Lee Starke. A few years later he took up local newspaper work on the staff of the *Baltimore News*, but eventually returned to New York and became associated with the Manhattan Reporting Company, a shorthand correspondence school and publishing house. Two years later, Mr. Hall joined forces with the International Correspondence Schools, and for several years his time was devoted to the preparation of mail-soliciting literature. Three years ago he took charge of the International Correspondence School Advertising School. Mr. Hall has been a contributor to the editorial department of a number of magazines, and his advertising copy has appeared widely in the national newspapers and magazines. Mr. Hall has published several books all of the self-help kind.



S. R. HALL.

Louis N. Hammerling, president of the American Association of Foreign Newspapers, was born in 1874, at Honolulu, Hawaii. As a mere child he went to his parents' home in Prague, Bohemia, and at the age of twelve returned to America, and took up work in San Francisco. During the next six years he occupied a number of positions while mastering the English language. He later became writer for over one hundred different foreign-language newspapers in the United States, contributing extremely successful articles on American citizenship. Mr. Hammerling has also held the position of official translator of the state authorities of Pennsylvania. In 1902 he was appointed by Ex-President Roosevelt, mediator of the anthracite coal strike, which he successfully settled. In 1904 he compiled the history on the Fiftieth Anniversary of the Republican Party, a book entitled "From Lincoln to Roosevelt," and of which millions of copies were sold. In

# This Indispensable Trio Sent for \$3.50

*If Purchased Separately  
They Would Cost You \$6.*

## Poster Advertising

by G. H. E. Hawkins, Advertising Manager of The N. K. Fairbank Co., one of the best equipped, ablest and most brilliant advertising men and writers that the profession has produced. In this book Mr. Hawkins has said the last word on poster advertising and incidentally thrown new light on heretofore unconsidered advertising problems.

To keep up-to-date, advertisers and advertising men *must* read this book. Regular price is \$3.00. If purchased in this combination, you receive, for only 50c more, the 1911 Mahin Advertising Data Book (regular price \$2.00) and The Mahin Messenger for one year (Subscription price now \$1.00 a year).

## The 1911 Mahin Advertising Data Book

Just off the press, *revised* and up-to-the-minute, more comprehensive, more valuable to the busy man than ever. New features of special helpfulness include:

Estimated as well as sworn circulation of newspapers and magazines. 1910 census figures.

Trade papers covering 58 different classes of trade represented by 365 mediums.

Exact amount to the penny required to cover any town with any sized poster.

New and authoritative chart showing how to make scientifically correct chart color combinations.

John Lee Mahin's 10 Tests of an advertisement re-written and condensed. The first and only existing tests for judging the value of an advertisement before you use it.

All this and much more combined into handy, vest pocket size. Regular price \$2.00. Never so great a value and never before offered on such liberal terms.

## The Mahin Messenger

issued monthly, famous in advertising circles for its pithy paragraphs, pointed comment and well-balanced handling of pertinent advertising subjects.

Editorial Program for 1911 comprehends a series of special issues covering various industries, where personal salesmanship is already a dominating important factor.

The keynote of the Mahin Messenger is showing where printed salesmanship supplements, augments, develops, intensifies and eliminates waste in the personal salesmanship which creates value in everything it touches.

You will never be offered more for the money in vital advertising data and interesting valuable information. If purchased separately, you will pay \$6.00 for this indispensable trio, any one of which is sure to pay for itself many times over.

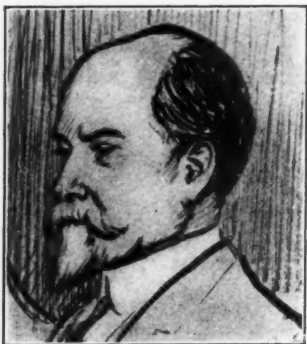
If you already have Poster Advertising, send us \$2.00 for The Mahin Advertising Data Book and The Messenger for one year.

Check must accompany order. The number of copies we can afford to sell at this price is limited. Take advantage of it now.

## MAHIN ADVERTISING COMPANY

815-865 American Trust Building

125 Monroe Street, Chicago

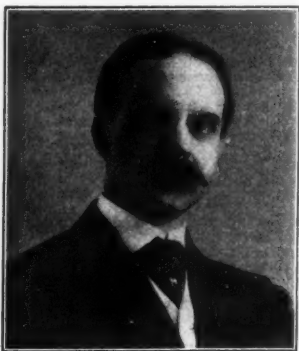


CONDE HAMLIN

1908 he organized the American Association of Foreign Newspapers, and was elected president by the publishers of 499 newspapers, representing twenty-seven different languages. This association was formed for the purpose of advancing the interest of foreign language newspapers and foreigners in the United States.

Conde Hamlin, business manager the *New York Tribune*, entered newspaper life as a traveling correspondent about twenty-three years ago. He served successively as telegraph editor, night editor, city editor. For eight years he "occupied the troublous chair of managing editor" and finally "was catapulted into that haven of peace, the business office, on January 1st, 1900."

Ben B. Hampton, publisher of *Hampton's Magazine*, was born in Macomb, Ill., and published the *Bystander* there



BENJ. B. HAMPTON.

when still a youngster. He did newspaper work in Chicago and St. Louis later and then bought the *Galesburg, Ill., Mail*, doing show printing, too. Selling out, he joined Charles Austin Bates in New York. After a few years he started the Hampton Advertising Company, which developed very rapidly, and was placing a large volume of business when he retired from the agency business to become a publisher.

L. F. Hamilton, advertising manager National Tube Company, Pittsburgh, was born in Illinois thirty-six years ago. At the close of a high-school course he entered the employ of the Western Tube Company. After two years he entered the University of Illinois. At the close of a course there he returned to the Western Tube Company as assistant to the sales manager. When the necessity for a claim department arose, it was given



L. F. HAMILTON

into his charge. At the end of four years he was appointed to the position of advertising manager, then newly created, and held this for two years. At that time the sales department of the Western Tube Company was combined with similar departments of two other concerns and Mr. Hamilton was given the position of manager of the advertising specialty department under the new organization.

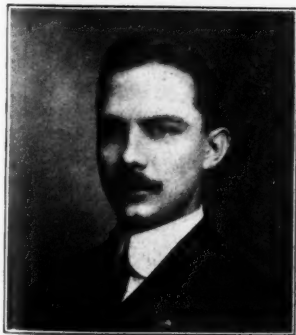
O. C. Harn, advertising manager National Lead Company, was born in Dayton, Ohio, thirty-nine years ago. He received his early education in the public schools of that city, began his college career at Ohio Wesleyan University, but was granted his degree by Cornell. He entered the newspaper field as a reporter on the *Cleveland Leader*, and was telegraph editor of the *Cleveland Press* and editor for the Scripps-McRae Press Association. Leav-



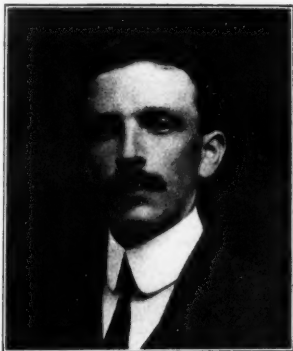
O. C. HARN.

ing the daily journalistic field, Mr. Harn became interested in trade publications and was connected with them in an editorial capacity for a number of years. The H. J. Heinz Company secured his services as advertising manager, but could only hold him for a year and a half. At the end of that time he took charge of the advertising in the National Lead Company.

E. F. Hasson, sales and advertising manager Hydro-Vacuum Cleaner Co., Buffalo, N. Y., was born at Bradford, Pa., in 1881. After his school course he was employed by the Western Union Telegraph Company and the Associated Press. When about twenty-three years of age, he became interested in advertising and severed his connection with the Associated to accept a position in the correspondence department of the Larkin Company, Buffalo. After two years in that department, he was transferred to the advertising department. Mr. Hasson left the Larkin Company in 1908 to



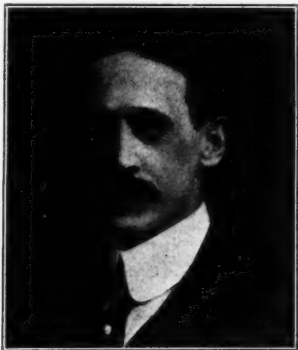
E. F. HASSON.



W. J. HEALY.

take charge of the advertising in the General Specialty Company. Upon the perfection of the Water Witch Vacuum Cleaner, Mr. Hasson's attention became devoted entirely to that although he still has general supervision over the advertising of the General Specialty Company.

Walter J. Healy, manager of the promotion department of *La Presse*, Montreal, P. Q., was graduated from McGill University in 1904, and took up advertising work in the same year. In 1905 he joined the advertising staff of the Montreal *Star* as head of the Promotion Department. During his tenure of that office, Mr. Healy established for himself a reputation as one of the most thorough promotion men in the dominion. In 1909 he became promotion manager of *La Presse*, which position he is still filling with splendid success. *La Presse* is one of the greatest and most successful foreign language newspapers in America.



GEO. W. HERBERT.

George W. Herbert, Western representative Standard Farm Papers, was born in Louisville, Ky., and entered the advertising field through what he chooses to call the "theatre programme back stairway," handling theatre programmes in Cincinnati and later in Louisville. His first newspaper work was on the Louisville *Commercial* and later on the Louisville *Dispatch*. Going to Chicago, he entered the daily field. It was during this time that he became interested in agricultural problems, and took up their study. This led to his becoming the representative of farm publications. Mr. Herbert has always been extremely careful in the selection of the papers which he represents, and, as agriculture is a hobby of his, he does not care to transact business with papers which are not conceded to be an authority each in the field covered.

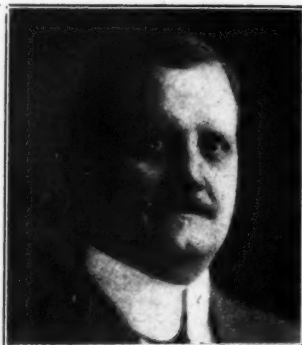
A. R. Holderby, Jr., general manager of the Richmond *Evening Journal*, began his newspaper experience, while he was still a boy, as owner and editor, printer and pressman, of a weekly pub-



A. R. HOLDERBY, JR.

lication in a very small Virginia town. Some twenty years ago he became a reporter on the old Richmond *Times*. His advancement on the *Times*, its evening edition, the *Leader*, and its successor, the *Times-Dispatch*, was rapid. Within five years he was reporter, news editor, telegraph editor, city editor, managing editor and business manager. He remained with the property for fifteen years. In 1905 he resigned as business manager of the *Times-Dispatch*, and, with Charles B. Cooke as president, formed the Journal Company, and began the publication of the Richmond *Evening Journal*. The *Journal* is one of the phenomenal newspaper successes of the South. It had "won out" before it was two years old, and at five years of age the paper is firmly established on a dividend-paying basis.

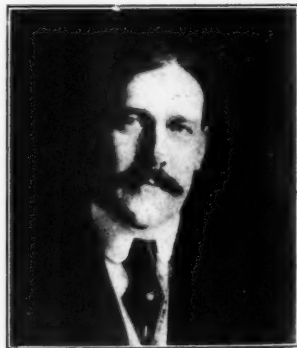
Robert A. Holmes, sales manager Crofut & Knapp Co., makers of "Knapp-Felt" hats, had grown up in the hat business and does not remem-



R. A. HOLMES.

ber a time when he was not connected with Crofut & Knapp. His entire business career has been that of a salesman and he has carried a grip in all sections of the country. He is one of a growing number of sales managers who are also advertising managers, but his evolution has been from the sales force to advertising instead of from advertising to the sales force. He is very enthusiastic about advertising, however, and has delivered several interesting talks on the subject. A series of articles by him starts in this issue.

R. F. R. Huntsman, advertising manager of the Brooklyn *Standard Union*, was born in Newark, N. J. He spent most of his boyhood in the state of Rhode Island. As a young reporter he went on the Newark *Evening News* when it was a four-page paper and remained in the editorial department for about fifteen years. Ten years ago, he became connected with the Brooklyn

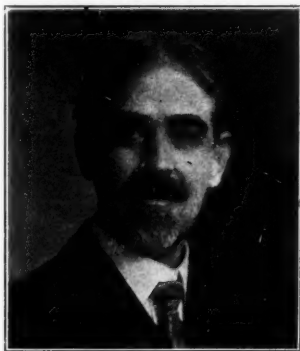


R. F. R. HUNTSMAN.



*Standard Union*, and has helped promote its foreign and local advertising ever since. Mr. Huntsman's "Poor Bob's Almanack" is well known among advertising men. In his capacity as treasurer of the Sphinx Club and master of the details of its famous dinners, Mr. Huntsman adds one to the other numerous qualifications which make him a good man to know.

Benjamin H. Jefferson, advertising manager for Lyon & Healy, musical instrument manufacturers and dealers, Chicago, was born in 1864 in Chicago. As a young man he traveled extensively as a publisher's representative and learned the rare art of "mixing." In 1888 he established a daily commercial paper in Chicago. During the next year he founded both the *Dry Goods Bulletin* and the *Hotel News*. In 1889 he was among those who founded the *Chicago Figaro*. He became advertis-



BENJ. H. JEFFERSON.

ing manager of Lyon & Healy in 1891. Mr. Jefferson is almost an "original" subscriber to *PRINTERS' INK*, his name having been on the books since its inception; while contributions from his pen are to be found in the earliest numbers.

W. S. Jones, business manager of the *Minneapolis Journal*, was born in New York State, locating in Minneapolis in 1884, where he became engaged in the publication of several trade papers which eventually acquired national reputations. Mr. Jones continued this business for twenty-four years, and in the fall of 1908 became associated with his brother, H. V. Jones, editor-in-chief, in the purchase of the *Minneapolis Journal*. Under its new ownership the *Journal* gave a brilliant example of what a newspaper with the right force behind it could do for the community in which it is published. The people of Minneapolis appreciate its clean business methods and the courage with which it handles editorially all public matters.

DURING DECEMBER, the

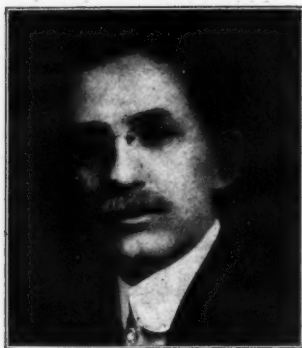
## Toledo Daily Blade

ran about 80% more foreign advertising than appeared in the *News-Bee*. The exact excess in space carried by the *Blade* was 33,480 agate lines.

The *BLADE* not only carries more foreign advertising than the *News Bee*, but considerably more local advertising—more classified advertising—and a larger total of all kinds of advertising.

THE *BLADE*'S INFLUENCE IN ITS TERRITORY IS PRE-EMINENT, and both local and foreign advertisers appreciate this.

**PAUL BLOCK, Inc.**  
CHICAGO NEW YORK BOSTON



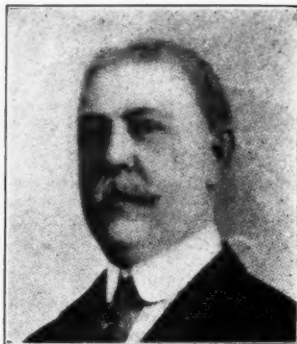
W. S. JONES.

Mr. Jones has been actively identified for years with the development work of both Minneapolis and the Northwest, and still devotes much of his time to these matters.

J. W. T. Knox, advertising and sales manager of Chester Kent & Company, Boston, Mass. was for many years advertising manager for Frederick Stearns & Co., Detroit. He started in business as a drug clerk. After a few years he went to the University of Michigan to study pharmacy and chemistry, receiving his degree in 1895. Mr. Knox succeeded in winning a fellowship which gave him two years' post-graduate work leading to the degree of B.S. During the time he was connected with Stearns, Mr. Knox became one of the leading writers on commercial pharmacy and a close student of advertising. He has written vigorously and interestingly on advertising topics. In Detroit he was twice unanimously chosen president of the Adcraft Club, and served three years on its executive board.



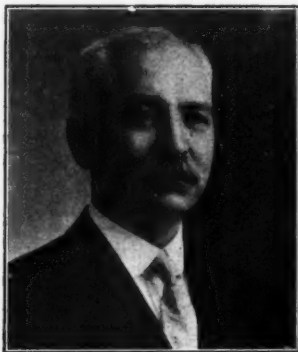
J. W. T. KNOX.



H. L. KRAMER.

H. L. Kramer has been a prominent figure in advertising for many years. As an officer and one of the founders of the American Advertisers' Association he has been very active in past years. His Cascarets proposition has had a most interesting history, and, together with the old members of the firm of Lord & Thomas, Chicago, Mr. Kramer saw strenuous times putting it on its feet. He is an official in the Lewis Publishing Company, and founded Mudlaira Springs, Ind.

Dietrick Lamade, Publisher of *Grit*, Williamsport, Pa., was born about 1860. The fighting spirit of the times in which he was born seems to have got into his blood, for without capital at the start, and in a small inland town at that, he has succeeded in building up a publication which has a circulation of 240,000 weekly. He founded *Grit* twenty-seven years ago, having bought



DIETRICK LAMADE.

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as a foundation the Saturday afternoon edition of the *Williamsport Sun and Banner*. *Grit* has a "national" edition and several "localized" editions for different sections of Pennsylvania. Mr. Lamade has firmly refused to issue a daily *Grit*, thus taking advantage of the machinery of distribution he has ready at hand throughout the state. He believes it is enough work to make a thorough success of *Grit* as it is.

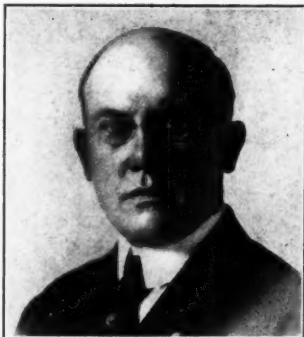
Fred Lockley, manager, *Pacific Monthly*, spent his boyhood in Montana and Washington. When, at the close of the Civil War, his father entered the newspaper field, the son became interested, and a few years later took up independent work of the same



FRED. LOCKLEY.

nature in Butte, Montana. Mr. Lockley has held almost every position in the mechanical, editorial and business management departments of different papers. He later connected with the *East Oregonian*, of Pendleton, Ore., in which he also acquired an interest. This was disposed of four years ago to take up his present interest in the *Pacific Monthly*. Mr. Lockley congratulates himself upon an extremely successful year, both editorially and financially for his publication.

Mr. E. St. Elmo Lewis, advertising manager Burroughs Adding Machine Company, Detroit, started his advertising career immediately at the close of a law course at the University of Pennsylvania, where he was graduated in 1894. The management of a printing and publishing business engaged his attention from '95 to '97. Then he founded an advertising agency in 1898. The National Cash Register Company got him for its advertising manager in 1902. He went to Detroit in 1904 in an editorial capacity for *The Book-keeper*. Since March, 1905, Mr. Lewis has been advertising manager for the Burroughs Adding Machine Company, by far the largest concern of its kind in the world.

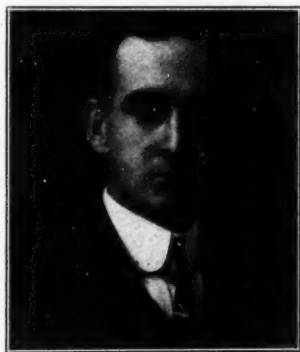


E. ST. ELMO LEWIS.

Mr. Lewis is the author of several well-known books on advertising. He has lectured on advertising subjects, having been on the faculty of the Pierce School of Philadelphia for one year.

Cal. J. McCarthy, advertising manager, *Woman's National Daily*, Lewis Publishing Company, St. Louis, was born in Kentucky in 1882. After finishing his school course, he entered the advertising department of the Missouri Pacific Railway and Iron Mountain Route. In 1904 he became assistant advertising manager of the Lewis Publishing Company. In 1907 he was given charge of the advertising of all the Lewis publications. For some time, Mr. McCarthy managed the advertising of seven publications, but is now giving his time solely to *Woman's National Daily* and its four weekly sections.

J. F. Mackay advertising manager of *The Globe*, Toronto, Ont., Can., who is about 40 years of age, began life



C. J. MCCARTHY.



J. F. MACKAY.

in the newspaper world as a printer's apprentice in the office of the *Sentinel Review* of Woodstock, Ont. After a varied experience in all phases of country and city journalism, he returned to the *Sentinel Review* as manager and part proprietor. About seven years ago he severed that connection to take his present position as business manager and treasurer of Canada's "national newspaper." Mr. Mackay is president of the Canadian Press Association and of the Canadian Press, Limited, an organization similar to the Associated Press of the United States.

John Lee Mahin, president of the Mahin Advertising Company, Chicago, Ill., was born in Iowa, in 1869. He received his education in the grammar and high schools of Muscatine and the Iowa and Wayland Academy, at Beaver Dam, Wis. He began his business career on his father's paper, the *Muscatine Journal*, in 1887. He acted as city



JOHN LEE MAHIN.

editor, and later as business manager. In 1891 he moved to Chicago, and became identified with the *Chicago Daily News*. He was advertising manager of *The Interior*, and in 1896 he established the Mahin Advertising Company, of which he is president. Mr. Mahin has lectured on advertising in a number of Western universities, and is the author of several important books on the subject of advertising. He is a Republican, a Congregationalist, and is identified with a large number of clubs, of social, athletic and business character.

Charles W. Mears, advertising manager of the Winton Motor Car Company, Cleveland, Ohio, was born in Ohio thirty-six years ago. At the end of his public school education he took up the study of law and was admitted to the bar in the State of Ohio, but never practiced the profession. From 1894 to 1900 Mr. Mears edited three publications, the *Cycling Gazette*, the *Motor Vehicle Review*, and the *Good*



CHARLES W. MEARS.

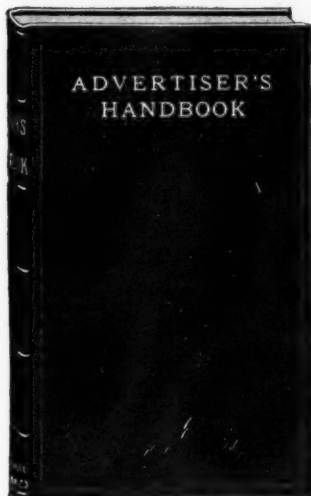
*Roads Magazine*. During 1901 he edited the *Commercial Bulletin*, of Cleveland, and later acted as sporting editor of the *Cleveland Press*. In 1903 he entered the advertising department of the Winton Company, of which he became manager in 1908. Mr. Mears is an enthusiastic motorist. He is married, and has two boys that he qualifies as "a pair that's hard to beat."

Harold J. Mahin, manager of the Promotion Department of the O. J. Gude Company, New York, comes naturally by his bent for advertising work, being a brother of John Lee Mahin, of Chicago, a nephew of the late A. W. Lee, who established the Lee Syndicate of Iowa evening newspapers, and son of John Mahin, who holds the editorial record of this country, having

# ADVERTISER'S HANDBOOK

**413 Pages  
Cloth Bound  
Gold Stamp**

## Just Out!



This is the latest addition to the International Correspondence Schools' famous series of handy reference books. I. C. S. textbooks are known the world over for their clear, practical treatment of technical subjects. These Handbooks are abridged from the regular textbooks and are packed full of boiled-down information, useful tables, etc.

The Advertiser's Handbook is not a book of rates nor a book of mere statistics. It gives just the information about the practice and technique of advertising that the average business man wants to know.

Includes concise treatment of copy writing, campaign planning, layouts, display, illustration, engraving and printing methods, proof-reading, mediums, paper, retail management, department-store work, manufacturers' and mail-order campaigns, sales-letter writing, follow-up systems, class-paper advertising, street-car advertising, outdoor advertising, keying and checking, house organs, trademarks, copyright, and other important subjects. Comprehensive exhibit of best ad-type faces of three leading foundries. Prepared by the editor-in-chief of the new I. C. S. Advertising Course.

### Special Offer to Printers' Ink Readers, 50c

The regular price of this Handbook is \$1.25. In order to introduce the work of the International Correspondence Schools, a special price of 50 cents for the Advertiser's Handbook will be made to readers of Printers' Ink who use the attached coupon in ordering. Biggest 50-cent value ever offered in a business handbook.

#### INTERNATIONAL CORRESPONDENCE SCHOOLS

**Box 1206-P, SCRANTON, PA.**

I wish to take advantage of your special offer to readers of Printers' Ink and send you 50 cents for a copy of the new Advertiser's Handbook.

Name \_\_\_\_\_ St. & No. \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

## Fifty Years

the leading one family.  
home paper, in a field  
of 60,000. And the  
lead today greater than  
ever.

**MERIDEN, CONN.**

## RECORD= REPUBLICAN

Published in the morning, yes,  
but it's got the CIRCULATION.  
Almost 8,000 circulation means  
that it reaches four-fifths of

**ALL THE PEOPLE!**

**IT COVERS MERIDEN AND  
FOUR TOWNS.**

**Sells for 2 cents. 12 to 16 pages.**



HAROLD J. MAHIN.

been editor of the *Muscatine Journal* continuously for fifty years up to the time of his retirement in 1902.

Mr. Mahin is thirty-one years old. He left Iowa when he was twenty-three to become a special correspondent in Washington and was connected with the Washington Bureau of the New York *Herald* for three years before coming on to New York and associating himself with the O. J. Gude Company.

George P. Metzger, advertising manager, Columbia Phonograph Company, was born in Kansas in 1871, but came East while very young. He was a "printers' devil" on the Lynn, Mass., *Bee*, until it failed, and then became proofreader on the Springfield *Republican*. Determining to learn selling he got a factory experience with a type-writer concern and later started a bicycle business of his own. He later traveled for "Vim" tires and got started in advertising through writing cata-

**Put It on Your List!**

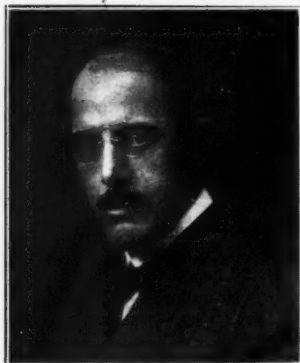
## New Jersey Freie Zeitung

53 years the Daily and Sunday family newspaper of German-American Newark the Metropolis of New Jersey.

Positively the only paper existing to reach this rich German field.

No special copy necessary. Accurate translation guaranteed. Matrices can be used. Modest rates.

**Send for Rate Card**



GEORGE P. METZGER.

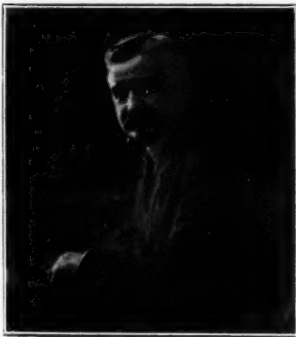


K. W. MIX.

logues. Mr. Metzger's next experience was in connection with the Wana-maker Book Club. After having served as advertising manager of *Everybody's Magazine* he became the chief member of the Hampton's Advertising Agency staff and continued there until he formed his present connection.

Kenyon W. Mix, advertising and sales manager of the National Veneer Producers Company, Mishawaka, Ind., was graduated from Purdue University with the degree of Mechanical Engineer in 1905. He entered the advertising field in the following year with the American Package Company, of Sheldon, Ill. In 1907 he severed this connection to go to the National Veneer Company as a copy writer. He later covered the South as a traveling salesman, and finally took charge of the advertising for the firm. In December last the title and duties of sales manager were added to his other honors and activities.

Nelson A. Miller, advertising manager, Underwood Typewriter Company, New York, began his career as instructor in the Eastman Commercial



N. A. MILLER.

### TO ADVERTISERS IN THE CHICAGO FIELD

From 138,041 to 198,162 in Three Months

On Monday, October 3, 1910, the price of the daily edition of The Chicago Record-Herald was reduced to one cent. The last day at two cents, Saturday, October 1, the net sold circulation was 138,041. On October 31 the net sold circulation was 172,852; on November 30, 178,196; on December 31, 198,162.

A Gain of 60,121 in Three Months

The Chicago Record-Herald's circulation, unlike that of two of its competitors, does not contain a single copy of "coupon" circulation, which involves the purchase by a single buyer of thousands upon thousands of papers from which the coupons are clipped, the rest of the paper being sold as waste.

The net sold circulation of The Sunday Record-Herald on December 25th was 210,044 copies, a gain of 23,706 in three months.

Largest Known Morning Circulation in Chicago

**The Chicago Record-Herald**

DAILY NET SOLD 198,162

New York Office, 437 Fifth Avenue

### No National Advertiser Can Afford to Overlook the Germans of Philadelphia

There are 350,000 of them—more even than in the city of Cincinnati.

They are so well thought of by the local merchant that The Consolidated German Newspapers—the only ones that reach the German population of the city—are usually second or third in volume of local advertising.

Gimbels, a leading department store, for instance, has just started a 300,000 line campaign in The Consolidated German Papers.

One rate covers all—an advantage and an economy that should be looked into at once.

From November 1st to November 30th.

First Newspaper .....	394,415 Lines
Second Newspaper .....	338,265 Lines
GAZETTE .....	300,791 Lines
Fourth Newspaper .....	275,745 Lines
Fifth Newspaper .....	250,840 Lines
Sixth Newspaper .....	221,550 Lines

**The German Gazette Publishing Co., Philadelphia.**

## The World's Greatest COUNTRY NEWSPAPER

Here are some of the reasons  
why the

### NORFOLK, NEBR. DAILY NEWS HAS EARNED THAT TITLE

IT has the largest circulation in the world, **8000 guaranteed**, for a city of Norfolk's size 6027. It's the only paper in the world in a city this size maintaining its own Associated Press leased wire. It has one rate for all advertisers. Its circulation is composed of paid in advance "three-dollar-a-year" subscribers in Northern Nebraska and Southern South Dakota.

Write for sample copy and rates

New York Representative  
Ralph B. Mulligan, 38 Park Row

Chicago Representative  
C. J. Anderson, Marquette Bldg.

## FOR SALE AN Evening Newspaper

IN A NEW YORK STATE CITY  
OF 80,000

Old established with good  
advertising record and pos-  
sibilities.

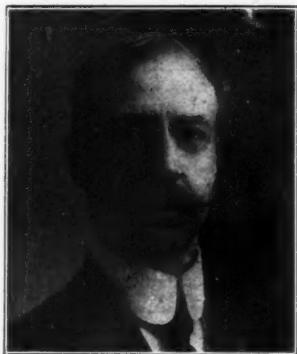
To be sold to close an estate

THE  
ESSER-WRIGHT CO.

48 City Bank Building  
UTICA, N. Y.

School at Poughkeepsie, N. Y. Later established and managed the Elmira School of Commerce for ten years and while there was known as the largest advertiser in Central New York.

For ten years Mr. Miller was connected with the Union Typewriter Company as branch manager and later executive officer of one of their subsidiary companies. For the last six years he has been with the Underwood Typewriter Company.



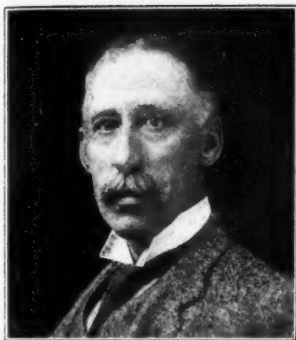
F. E. MORRISON.

Frank E. Morrison, of *Success Magazine*, was born in Marlow, New Hampshire. He was graduated from the "little red school house" at fourteen, with ambitions to be a locomotive engineer, and did go as far as to become a fireman. A few months at this work were quite sufficient to satisfy his ambition. Entered the hotel business in Boston in the employ of Hall & Whipple, then proprietors of Young's Hotel and Adams House. He learned the hotel business from kitchen to office. Mr. Morrison came to New York in 1886 and clerked in hotels for two years. He then took up stenography and established the first public stenographer's offices in the Hoffman House, the St. James Hotel and the Fifth Avenue Hotel. In 1889 he established the F. E. Morrison special agency, representing a list of magazines and religious newspapers, including the *Atlantic Monthly*, *New England Magazine*, *Arthur's Magazine*, *Peterson's Magazine*, and *The Arena*. In 1900 he sold the business and became associated with Chas. Austin Bates.

Shortly after Benj. B. Hampton started the agency bearing his name, Mr. Morrison joined him and secured for that agency one of the largest agency accounts in the United States, that of the American Tobacco Company.

Six years ago he joined the *Success Company* as solicitor, purchased an interest in 1908, was later elected a director, secretary and advertising manager, which position he filled until January 1, 1911.





FRANK A. MUNSEY.

Frank A. Munsey, publisher of six magazines and four newspapers, was born in Maine in 1854. After a short public school education and work in a country store, he became telegraph operator and manager for the Western Union at Augusta.

He struck New York in 1882 and started the "Golden Argosy." He has more discouraging failures to his credit than almost any man in the publishing business, but unlike others, he has made capital out of these failures and evolved out of them a group of famous and successful magazines and newspapers. He is noted for his independent action and for his courage in breaking away from customary distribution channels. His "Red Star News Company" forms a mammoth and efficient monument to his stubborn enterprise, while his efforts to establish a string of great dailies make him unique among publishers.

Mr. Munsey is noted for his shrewd flairs in finance and also as a liberal giver to worthy philanthropy.

Herbert Myrick, author and publisher, was born at Arlington, Mass., in 1860. At the close of his public school education, which was received in a number of different cities, he entered the Massachusetts Agricultural College at Amherst and was graduated with the degree of B.S., in 1882. Since that time Mr. Myrick has been continually connected with a large number of publications—editing and publishing. He has been instrumental in inaugurating various organizations for the promotion of agricultural interest. He has also written a long list of books upon agriculture, stock raising and general farming subjects. He has written a number of romances. He is president, editor, manager and director of the Phelps Publishing Company, Springfield, Mass., and Chicago; Orange Judd Company, New York and Chicago; *Good House-keeping*, New York. He is president

(Continued on page 184.)

## ROCHESTER

has a larger percentage of Germans than New York, Chicago, Philadelphia, Baltimore, Pittsburg or St. Paul, and within a few per cent as large as St. Louis, Cleveland or Detroit.

## THE DAILY ABENDPOST

(Consolidated German Dailies of Rochester)

is read exclusively by the great majority of the vast number of Germans in Rochester and surrounding towns. They are prosperous, well-to-do people, who have a big purchasing power.

*Dictate to the Dictaphone*

The greatest saver of business men's time since the first telephone.

Our nearest office will show you; or write for catalog to

**THE DICTAPHONE**  
Box 111, Tribune Building  
NEW YORK

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1098. MALCOLM C. AUERBACH, Mgr.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Canadian Offices: 119 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.  
J. GEORGE FREDERICK, Managing Editor.

New York, Jan. 19, 1911.

## 1910 and Organized Advance

In the last Annual Review Number PRINTERS' INK congratulated the advertising business for having demonstrated a united firmness in resisting the efforts to secure commissions direct. This year demonstrates that the united front has been surprisingly well maintained in spite of some breaks in the ranks, and has pretty well proved the inter-relations of advertising organization.

In fact, 1911 finds advertising men for the first time in some years better organized than ever before, and significantly pointing toward still better organization shortly to come. Very serious attention has been given in the past year to an organization of advertising agents, while an organization of a considerable number of advertising managers is already an accomplished fact.

Another peculiar development of the past year which is closely related to better organization of the whole business, is the appar-

ently simultaneous and heartfelt propaganda in every part of the country for the elimination of fraudulent and exaggerated advertising. PRINTERS' INK's campaign against the fraudulent piano-guessing contest, the ubiquitous moral preaching of President Dobbs, of the Associated Advertising Clubs of America, the really earnest efforts of many newspapers to eliminate more objectionable advertising, have all been of great importance in the progress of the year. The spread of this common desire of all advertising media to rid itself of an Old Man of the Sea riding ruinously on their necks, has served to knit advertising men more closely together. This has been reflected in the rapid spread of advertising clubs. From the reports of speeches made before advertising clubs during 1910, PRINTERS' INK has seen a rapid and remarkable raising of standards, intelligence and practicality in advertising, as well as a coalition of what were once segregated and hostile forces.

The full swing of prosperity which seems fairly imminent for 1911 will, consequently, find advertising men better prepared to render efficient service and to act wisely in the development of the advertising idea than at any time in past history.

## The Tariff Board and Coming Revisions

PRINTERS' INK will go into the subject of the tariff revisions some time soon and secure a good forecast of the effects that downward revisions will have on selling and advertising.

The Tariff Board is making fine progress, and even the wool growers are friendly to the investigation of the wool schedule (which phenomenon the New York Tribune attributes to the presence on the Board of Alvin H. Sanders, publisher of *Breeder's Gazette*). Sensing the coming letting down of bars, some English woolen concerns are planning to advertise here. Mr. Barrett, head of Pears' Soap, London,

has said many times that if the duty were abolished he would double his appropriation in America.

Foreign correspondents and careful analysis of local conditions will tell some interesting things concerning the tariff, costs of production, and advertising and marketing conditions likely to be affected.

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**The Local vs. The National Viewpoint**

The view of many is essentially provincial, and cannot discern good in what is not right at hand. One George H. Irving made a speech before the Indiana Harbor and East Chicago Commercial Club the other day, in which he said that the magazines of the country were "a menace to the small merchant," because of the advertising they contained. This advertising, he maintained, deflected a great deal of business which might otherwise go to home merchants to mail-order houses and department stores at distant points.

It has been supposed that enlightened merchants have for some time been past their catalogue-house hating stage and had progressed to a broader view. That they have extended their hate to department stores now nationally advertising may be only a logical development, but it is only intensifying a narrowness that can never lead anywhere.

The hatred of the mail-order concern is self-contradictory, and the inclusion of department-store advertisers proves it. If only "cheap" merchandise is sold, why hate the catalogue houses *unless they are competitors on the same level?* One can imagine how those retailers who sell similarly "cheap" goods would be hurt, but how cheap and unsatisfactory merchandise can hurt real quality goods and fine service is inconceivable.

It doesn't pay to take too intensely local a viewpoint. People will never feel duty bound to buy at home just because a thing is

sold at home. Locality considerations have no weight. The retailer who anathematizes "outsiders" would be a more live and successful business man if he would look upon no concern doing business in all America as an outsider, but as on exactly the same plane as himself—from whom he can learn improvement and secure co-operation and work with instead of against.

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**Granite and the Advertising Idea**

It seems like a bit of irony to find the sellers of a thing like granite just awakening (and by force) to the enduring qualities of advertised reputation. The good will constructed by persistent advertising has frequently been likened to the solidity and permanency of granite—yet those who deal with granite every day have never appreciated this likeness until now. And even now they only know that they have stubbed their toes against something pretty substantial, and are complaining without very intelligent understanding of what it is.

At a recent meeting of the Granite Manufacturers' Association of Quincy, Mass., criticism was rife of one J. S. Swingle, known as "the Extra Dark man." Because of the many years of advertising he has done for his Extra Dark Quincy and the reputation which this stone has gained in the trade, it seems that it has become more and more difficult to sell the other grades of Quincy granite. Pursuing some of the amazing logic of unintelligence, these critics condemned Mr. Swingle and his advertising as hurtful to the business.

If they only knew it, this criticized advertising is the only helper their business has. Certainly, producers such as the others are shown to be will never put Quincy Granite on any lofty notch; whereas Mr. Swingle, with his trade-paper advertising, has extended the uses and adaptations of all granite.

It certainly seems embarrass-

ingly like carrying coals to New Castle to talk of the enduring qualities of advertising to granite men. The best granite that they make will have to put on its "Sunday best" wearing qualities in order to meet on its own level advertising good-will.

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**"Advertising Advertising"** What has long been recognized as a general need is now appropriately to be done by the new national advertising association. Advertising is to be given a representation before consumers, in the effort to increase confidence in consumer advertising.

Individual publications have made attempts at this with some degree of success, but no authoritative or broadly conceived and widespread effort has ever been made to give the public a proper conception of modern legitimate advertising.

A long time ago Hugh Chalmers, speaking before the Chicago Advertising Association, said:

"Advertising, in my opinion, needs one thing most of all, and that is: it needs to be advertised.

"I think most advertising men are too close to their business to realize that everybody does not believe in advertising; that a great number of people—thousands and hundreds of thousands of people—still believe that they buy goods cheaper from concerns who don't spend big money in advertising than from those who do. Of course those of us who are close to that proposition know that is wrong. We know that advertising creates a demand, and creates it in such volume that we can afford to make, and do make, articles cheaper, and market them for less money than otherwise could be done. But lots of people need to be told that.

"I think—if I may refer to one specific publication—I think Mr. Patterson, of *Collier's*, is doing a good thing in running those bulletins on advertising, because he is trying to educate the people to believe in advertising.

"Those of you who have traveled abroad know that advertising is unknown in Europe; over there the surest sign that you are a fakir is that you advertise. Advertising in this country has gone through a great change in the last ten years—you will all admit that—because there have been more integrity and more business methods put into it than ever before. But many people yet, as I have said, don't believe in it; and it is up to the advertising men themselves to teach people to believe in advertising."

## Advertising and Circulation

No tendency in advertising custom has shown more healthy growth during the past year and decade than the disposition on the part of publishers to put a generous construction on their obligation toward the patrons of their advertising columns. It is hardly too much to say that this disposition has ushered in a new era in advertising. The publisher who declines to give advertisers a detailed statement of the circulation of his medium is now in a minority. The publisher who freely opens his books to expert examination for the benefit of those who contribute to his support and may without stretch of imagination be found entitled to his highest consideration, is to-day one of a respectable and rapidly increasing company. Now that the few heroic pioneers have made the demonstration, it is possible to see how candor wins the advantage here, stilling doubt, commanding confidence. If publishers went no further than doing this, they would find frankness a virtue with other rewards than its own merely. The type of mind which reflects frankness is the type of mind which has put its own house in order, and is willing and anxious to put its client's house in order for him—to furnish him, in short, with accurate information and wise counsel, with plans and copy, and, in general, to safeguard his interests at all points. Such co-operation, to be real, must be based on right motives; in the long run, advertisers will appreciate the real kind. When this stage is reached, a splendid basis is laid of mutual confidence on which a structure of common prosperity may be built.

## ADVERTISING COLORADO BY STEREOPTICON VIEWS.

Colorado is to receive advertising throughout Kansas, Oklahoma and some of the Missouri river states by S. J. Kent, who has supplied himself with a collection of photographs of views through Northern Colorado and parts of Wyoming. These pictures are converted into stereopticon views and will be shown in schoolhouses, town halls and in cities.

# THE BOSTON HERALD

(Under New Management)

**MORNING, EVENING and SUNDAY**

Is the representative Home Newspaper of New England. It is Reliable, Clean and Progressive. It is vastly superior to any other New England newspaper for Financial, Automobile and all other lines of dependable advertising.

The confidence of the Boston Merchants in the value of The Herald's advertising columns is expressed in the following figures on local store advertising.

Of the four leading Boston papers with Sunday Editions The Herald was the only one to make a gain in December over November, 1910.

**The Herald Gained - - 30,141 lines**

**The Other Three Lost - 53,685 lines**

You cannot cover Boston or New England in an advertising campaign without The HERALD.

**BOSTON HERALD Inc.**

**171 Tremont St., Boston**

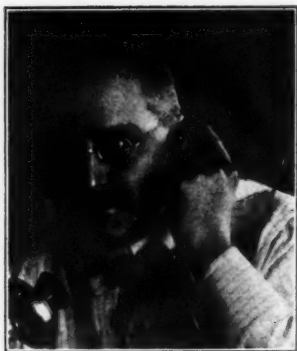
FOREIGN REPRESENTATIVE

**The S. C. Beckwith Special Agency**

**Tribune Bldg.  
New York.**

**Tribune Bldg.  
Chicago**

**Reliance Bldg.  
Kansas City, Mo.**

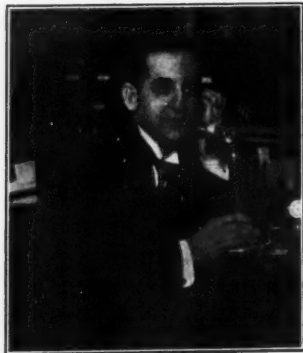


HERBERT MYRICK.

(Continued from page 179)

of the Educational Press, of Springfield, Mass., and is a member of the Educational Association, National Irrigation Association, Municipal Art Society of New York, and is connected with various clubs in Toronto, Chicago, Springfield and New York. He has residences in New York and Springfield and Santa Barbara, Cal.

David B. Plum, business manager of the *Troy Record*, is a native of Troy, is responsible for the rapid development of the *Record*. Mr. Plum watches closely his local field, but finds time to keep in touch with "the foreign advertiser," whose favor he has gained by presenting proved facts in regard to the *Record*. Mr. Plum still is on the sunny side of life's slope, and ready to adopt the new when it offers improvement upon the old. He is a firm believer in the doctrine of the square deal, and he practices what he preaches.



D. B. PLUM



C. H. POST.

Charles H. Post, advertising manager of the Devoe Paint Company. (F. W. Devoe & C. T. Reynolds), New York, was born in Connecticut in 1860. He is a sincere believer in the doctrine that to advertise successfully you must first know your field with an exact intimate knowledge. He was active in the field for Mrs. Winslow's Soothing Syrup and the manufacturer of Brown's Troches, after which he went as salesman and later as advertising manager of the old Tulip Soap Company, of Boston. He has been in his present position fourteen years. It is said on good authority that he knows every editor of a country weekly along the Atlantic seaboard and the Gulf coast. In advertising he believes in the platform of "doing as others don't," a saying ascribed to John O. Powers.

Wallace C. Richardson president, Wallace C. Richardson, Inc., publishers' direct representatives, is a native of Brooklyn. He entered the advertising field in 1888 in the employ of



WALLACE C. RICHARDSON.

J. H. Bates. Until 1896 Mr. Richardson was connected with this firm. In 1897 he became a solicitor for Frank E. Morrison, who was then representing a list of magazines and religious papers. In 1899 a change in the proprietorship of that business removed its headquarters to Chicago. But Mr. Richardson did not accompany it. He then started for himself and became Eastern representative of the *Ohio Farmer* and the *Michigan Farmer*. Since that time Mr. Richardson's business has been growing logically and consistently, until at the present time he is representing a large list of standardized farm publications.

W. B. Southwell, business manager of the *Tribune*, Des Moines, Iowa, started his newspaper experience with the *Burlington Hawk Eye*, where for twenty-five years he filled a series of positions ranging from copy boy to general manager. For the past six and a half years Mr. Southwell has been connected with the *Register and Leader* and the *Tribune*, of Des Moines, Iowa. He was recently elected a director of the Commercial Club, the largest business men's organization in Iowa. He holds the position of chairman of the Publicity Committee at that club. The history of the publication with which he is connected has been one of splendid in-



W. B. SOUTHWELL.

crease in circulation, advertising and revenue, since he took charge as manager.

I. H. Sawyer, advertising manager, the Brown Shoe Company, St. Louis, was born at Bucksford, Mass. On finishing school he entered the employ

## A PRACTICAL DEMONSTRATION OF WHAT IT WILL DO FOR YOU

You are asked to send us samples of your index and record cards, printed blanks, wide forms, and all other stationery used in your office, together with specimens of the work done by your present typewriter equipment. We will then *show you* that the

# ROYAL STANDARD \$65<sup>00</sup> TYPEWRITER

will not only do *better* work, more quickly and easily, but will do many things that other typewriters can not do at all. If there is any special class of work that is giving you trouble, something your stenographer *can't do satisfactorily* on her present machine, tell us about it—the Royal is designed and equipped to handle anything that *can't* be done on other typewriters.

ROYAL TYPEWRITER COMPANY

Room 52  
Royal Typewriter Bldg.,  
New York.  
A Branch in Each Principal City.







I. H. SAWYER.

of Hyde, Peabody & Co., of Boston, and was later connected with the American Rubber Company of that city. Mr. Sawyer went to St. Louis in 1890 to connect with the Brown Shoe Company. He soon became a director, and in 1909 was elected vice-president. Mr. Sawyer has been prominently associated with the shoe manufacturers and wholesalers' organizations in the West. He has been president of the St. Louis Advertising Men's League and for the past two years vice-president of the Associated Advertising Clubs of America.

Alvin H. Sanders, editor of the *Breeder's Gazette*, Chicago, was born in Iowa, in 1860. His father, who had been prominent in stock-breeding circles in the West, removed to Chicago about 1876 to assume the editorship of the old *National Live Stock Journal*, at that date the leading publication of its kind in the world.

The *Breeder's Gazette* was founded

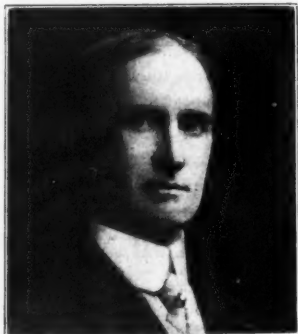


ALVIN H. SANDERS.

in 1881, and Mr. Sanders, who had received some training in journalism under his father, entered the office of that paper with its first issue, and has ever since been actively identified with it, having been its managing editor since about 1888.

Mr. Sanders served as a member of the United States Commission to the Paris Exposition in 1900, received the honorary degree of Doctor of Agriculture from the University of Illinois in 1907, received the Decoration of the Cross of the Order of Leopold from the King of Belgium in 1909, in recognition of his services to the cause of scientific agriculture and was made a member of the United States Tariff Board by President Taft in 1910. While giving a large portion of his time to the work of this body at present, Mr. Saunders is still taking an active interest in the general policy and make-up of the *Breeder's Gazette*.

Roy B. Simpson, sales and advertising manager, Keller Mfg. Company, Phila-



ROY B. SIMPSON.

delphia, is thirty-six years of age. Mr. Simpson started learning the printing business at an early age, entering the mechanical department of a large country office. For seven years he worked in this connection, mastering all the details of this department. During the next seven years, five of which were spent with the *Fort Worth Gazette*, he acted as circulation and advertising manager to a number of publications, doing considerable reportorial work at the same time. The next two years he spent as writer for the *Texas Farm and Ranch* and the *Chicago Daily Drivers' Journal*. This connection was terminated to take the position of advertising and sales manager for the Corn Products Company, which he held for some time. He later connected with the Cash Buyers Union, one of the largest mail order houses in Chicago. After acquiring the experience which he sought there, he became connected with the Quaker Oats Company in 1906, where he carried on a number of successful campaigns. In 1907 Mr. Simpson ac-



"Here's fifteen dollars from a stranger for something he never knew he wanted from men he knows nothing about."

THE above quotation is taken from the letter of a correspondent who received a Booklet framed up by one of our experts. It shows that we have mastered the science of selling copy by

AROUSING ATTENTION, CREATING INTEREST  
FANNING DESIRE AND STIMULATING TO ACTION

Those are four principles that govern the construction of copy that sells goods—they are embodied in every circular letter, folder or booklet we put out. Can you use such business getters?

**The Business Development Company of America**

"Writers of Selling Copy"

Send for "The Selling Force and the Selling Farce"

119 NASSAU STREET, NEW YORK CITY Phone Cortland 5374

## Stop wasting valuable time sharpening pencils by hand

—15 minutes a day—1½ hours a week wasted by each of your *salaried men* must cost you quite a few dollars a year—**TEN DAYS' FREE USE** of

# U.S. AUTOMATIC Pencil Sharpener

*will prove that in time saved it will earn its first cost every week. And in convenience, service and satisfaction, the value of this machine can only be appreciated after you have used one for a week.*



2 EXTRA KNIVES FREE.

Ask your stationer to send one for ten days' free trial, or write to us direct, sending \$3.50 (as a deposit), with your stationer's name and we will send one for ten days' free use—to be returned to us within ten days if it is not all you expect and your money refunded.

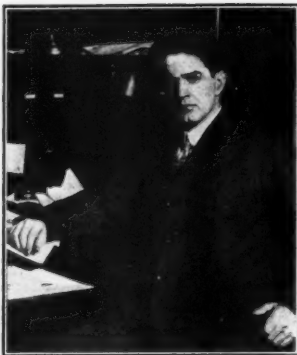
Get our booklet "A Saving Pointer."

See how to save \$70 a year.

**Automatic Pencil Sharpener Co.**  
445 Atlas Block Chicago

quired an interest in the Prince Mfg. Company. The following year this company was consolidated with the Julius Keller Company of Philadelphia, and Mr. Simpson became connected with the new firm in his present capacity.

Jack W. Speare, advertising manager, G. W. Todd & Co., Rochester, N. Y., was born "up-York state about thirty years ago." He entered newspaper life on the mechanical side when not much more than a youngster through the various departments of the New York *Sun*, the Pittsburgh *Post* and the Pittsburgh *Dispatch*. After still further reportorial and editorial experience on papers in Cleveland and Detroit he entered the advertising agency field in connection with the old Brownell & Humphrey Company. Having spent a year there he went to the copy department of N. W. Ayer & Son, in Philadelphia. Leaving the agency business he returned to Detroit to become assistant to E. St. E. Lewis, of the



J. M. THOMSON.

chased the *Item*, to which he afterwards added the good will and plant of the Morning *World*, joining the advertising and circulation of the two papers.

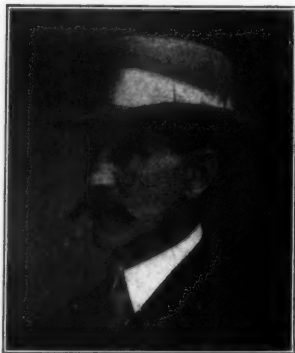
E. H. Shepard, editor of *Better Fruit*, Hood River, Ore., was born in Connecticut. He "grew up in an orchard" in Marysville, Cal., where his father was engaged in fruit growing. He was graduated by the University of California in 1880 and took up wholesale business, which engaged his attention for twenty years. Mr. Shepard has been located in Hood River for about eight years. He is connected with many horticultural societies and associations in Oregon and Washington. He is an acknowledged authority on fruit culture and an annual lecturer before state horticultural societies in a half dozen of the northwestern states, and has lectured in many parts of the United States on the fruit growing industry.



J. W. SPEARE.

Burroughs Adding Machine Company. Two years ago he severed that connection to go to Rochester to create a department of advertising and sales promotion for G. W. Todd & Co., manufacturers of the Protectograph.

J. M. Thomson, of the New Orleans *Item*, was born in West Virginia in 1879. He was graduated from Johns Hopkins University in 1897, where he was one of the founders and editors of the first college newspaper, the *News-Letter*. Mr. Thomson's first experience in newspaper work was that of a reporter on the Washington *Post*, but later he reported for the N. Y. *Journal* and *Herald* in Washington, at the same time carrying on some newspaper syndicate work. Eleven years ago he bought the Norfolk *Dispatch* and became one of the youngest newspaper publishers in the country. It has been Mr. Thomson's fortune to have a hand in the modernizing of journalistic work in two very old and conservative fields. His New Orleans experience began five years ago when he pur-



E. H. SHEPARD.

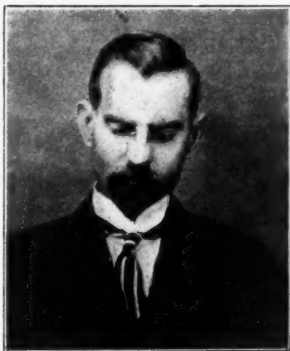


R. K. STRASSMAN.

Ralph K. Strassman, advertising manager *Red Book Magazine*, New York was born in Boston in 1876. Upon graduation from the University of Nebraska he entered the general publicity field. He was for ten years Eastern representative of the *Chicago Tribune*, and later its general and advertising manager. After leaving the *Tribune* Mr. Strassman established advertising offices in Chicago and handled a considerable bulk of business for about three years. He was induced by

the publishers of the *Red Book Magazine* and its allied publications to give up that business and accept the position of advertising manager in 1908. His tenure of this office has been qualified by the splendid advancement of the publications of the *Red Book Corporation*.

Jefferson Thomas, vice-president and manager of the McFarland Publicity Service, Harrisburg, Pa., was born in



JEFFERSON THOMAS.



## The AMERICAN MONTHLY MAGAZINE



### ADVERTISING MEANS SALES

❑ The natural result when your copy appears in this magazine. All the readers take a personal and proprietary interest in the advertising as well as in the text pages.

❑ Proof of this interest we are prepared to demonstrate fully to any advertiser who desires to influence the purchases of the 70,000 thinking American women who make up the membership of the D. A. R.

❑ Particulars upon request.

FREDERICK W. WILSON

Advertising Manager 37 East 28th St., New York



Kentucky, about thirty-eight years ago. He began his newspaper career at the age of thirteen, by contributing to country newspapers, and a few years later took up regular reportorial work. Until 1896 he filled various positions as reporter and editor and on magazine staffs. In 1896 he went to Springfield, Ohio, and started a periodical enterprise which engaged his attention for about six years. During the next three years he was contributing to various magazines and publications. In 1905 he became connected with the Home Pattern Company, of New York, and organized the advertising departments of the style books which it publishes. Early in 1907 he removed to Harrisburg and became connected with J. Horace McFarland and started the McFarland Publicity Service.

Robert Tinsman, vice-president of the Federal Advertising Agency, was born in 1879. He was graduated from Lafayette College, in 1901. After graduation he worked for a few months with Dr.



ROBERT TINSMAN.

Francis A. March, on a philological work, and later came to New York and took up reporting on the *Wall Street Journal*, where he distinguished himself by being the first man to get an interview with the late Russell Sage. He was afterward transferred to the business department and wrote advertising for the publication. He later connected himself with the Root Newspaper Association to assist in the copy department of the *Dry Goods Economist*. Later he became service manager, and developed the department until he conducted all the Root Association publicity.

When the Federal Advertising Agency was founded, in 1909, he was elected vice-president, and in 1910 came actually into the conduct of Federal's affairs.

Frederick M. Webster, advertising manager, American Writing Paper Company, Holyoke, Mass., was born in Brooklyn, N. Y., in 1880, and at the age of eighteen years entered the warehouse and storage business with his



FREDERICK M. WEBSTER.

father. He severed his connections with the warehousing business, and associated himself with the advertising department of the New York *Commercial*, with which he spent something short of a year. Lacking actual selling experience, Mr. Webster left the New York *Commercial*, to represent several paper specialty manufacturers, and to market their products in the metropolitan district. He devoted himself to this work for three years. He then entered the advertising department of the Home Pattern Company of New York, manufacturers of the *Ladies' Home Journal* patterns. This position he held until a broader field of opportunity offered itself as advertising manager of the American Writing Paper Company, Holyoke, Mass.

Louis Wiley, business manager, The New York *Times*, was born at Hornell, N. Y., in 1869. In 1782 he accompanied his parents to Mt. Sterling, Ky., and while attending school he became



LOUIS WILEY.

assistant to the editor of the Mt. Sterling *Democrat*. That was his start in the newspaper business. In 1887 he removed with his family to Rochester, N. Y., where he became reporter for the Rochester *Post-Express*; at the same time he was editor and publisher of the Rochester *Tidings*, a weekly publication. In 1893, at the age of 24, he became the general manager of the Rochester *Post-Express*. When Adolph S. Ochs secured control of the New York *Times* in 1896, Mr. Wiley began his services with that newspaper. He is the President of The Daily Newspaper Club of America which is composed of 64 of the leading daily newspapers of the country. It is an organization actively conducting a campaign for the promotion of newspaper advertising.



LAFAYETTE YOUNG, JR.

Lafayette Young, Jr., business manager of the Des Moines *Capital*, Des Moines, Iowa, was born in Des Moines, about thirty-three years ago. He received his early education in the public schools of that city and in the collegiate department of the University of Michigan. He is a graduate of the law department of the University of Iowa. Mr. Young takes an unusual interest in the growth of his city. To his effort is

due the creation of the booster organization, known as the Greater Des Moines Committee, which is doing national advertising. Through his publication, Mr. Young is continually making attempts for the betterment of his city and state, by urging better roads, better rural schools and progressive legislation for the remedy of Iowa's greatest evils, the tax on money and credits.

E. T. Meredith, publisher *Successful Farming*, Des Moines, Iowa, started his career in the world of publications as an inexperienced country lad about fifteen years ago. When he was about twenty-one he took charge of the old *Farmers Tribune* and succeeded in placing it again on its feet. Between eight and nine years ago he started *Successful Farming*, and when it grew to sufficient size to require his entire attention, he sold the *Farmers' Tribune* and devoted himself exclusively to the new publication. Mr. Meredith's paper has met with well-deserved success and has been a paying proposition. Only a few weeks ago Mr. Meredith was elected president of the Des Moines Commercial Club and has been appointed by his fellow citizens to be chairman of the committee of 800 prominent citizens which has been organized to bring order out of chaos in connection with Des Moines' street car situation.

## PAPERS CONSOLIDATE.

The Arkansas Valley *Farmer* has been consolidated with the Wichita *Weekly Eagle*, and will be known as the *Weekly Eagle*. The consolidation gives the *Weekly Eagle* a guaranteed circulation of 30,000.

Swindlers representing themselves as authorized to sell advertising poster space in the Pennsylvania Railroad station in New York City, and in other stations along the road have been operating in many parts of the country. It is the policy of the Pennsylvania Railroad not to have any advertising matter posted on its property.

Frank R. Ferguson, a well-known advertising man in Chicago, died Jan. 8.

**1847 ROGERS BROS.** X S  
TRIPLE

*"Silver Plate that Wears"*



The famous trade mark  
"1847 ROGERS BROS." guar-  
antees the *heaviest* triple plate.  
Catalogue "P" shows all designs.


**MERIDEN BRITANNIA CO.,**  
(International Silver Co., Successor)

New York Chicago MERIDEN, CONN. San Francisco

## Are You Developing Your Export Markets?

Don't let your competitor get your share of foreign trade. The AMERICAN EXPORTER service gives you all the publicity you need to cover the important markets abroad. It includes also translations, ratings, information, etc., without charge. Write for sample copies and particulars.

**AMERICAN EXPORTER**  
137 William Street  
N. Y.  
Established 1877



## Moving Picture News

Constantly growing. Circulates round the World where Motion Pictures are used. Advertisers more than satisfied with results. Write for terms and sample copy

**Cinematograph Publishing Company**  
30 West 13th Street -:- New York

## Lincoln Freie Presse

**GERMAN WEEKLY**  
LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Gr. at saving in bookkeeping, postage and electros. Rate, 35 cents.

**Actual average circulation 143,054**

# Printers' Ink

at \$5 for 3 years is an exceptional bargain for Advertisers

## WALL STREET MOUTHPIECE ON CORPORATIONS AND PUBLIC FAVOR.

The great corporations are beginning to learn the necessity (which should have been apparent to them long ago) of possessing the favor and good will of the public. The power of public opinion is great in a country where every man's vote counts. The difficulties of the Interboro in getting a perfectly fair, and perhaps more than fair, proposition accepted, illustrates the disadvantage of public ill will. It is not sufficient to do the straight business in hand, as well as possible. This the Interboro has probably done, considering the conditions under which it has struggled; that of handling a traffic double the capacity of the machinery, and outfit, and constantly growing. But the "good will" as an absolutely essential part of the business has been disregarded. If a man pushes against you roughly in the street you turn, indignant. If you find it to be an accident and he apologizes with regret, you are pacified and even gratified. But even if it be an accident and he is indifferent and rude about it, you are ready to knock him down.

It is this attitude of impressing the public with the fact of *intention* to satisfy and please the people, which is so important. And even if the service is imperfect, much is forgiven and good-naturedly forgotten, provided there is only apparent the earnest effort to please. The rudest mining camp crowd are willing to let the piano-player live, however horrible his performance, if they are only made to understand that he is "doing his best."

The widely prevailing, underlying hatred of public serving corporations in this country is due to the fact that for years no effort has been made to extend the utmost courtesy wherever corporation employees come in contact with the individual customer. On the contrary, rude, abrupt, and even disdainful treatment, has been the rule. A change is taking place in this respect. Mr. Harriman saw the necessity for this, long before he died, and in the last two years of his life he cast off his habit of long years of silence, and notwithstanding the burden of tremendous pressure from an enormous business which he had built up with herculean power, he took occasion in public speech at banquets to meet the people and to give them an opportunity to know him and his work. And, invariably, wherever he did this, he became endeared to his hearers. The great Telephone Company has for some years adopted the policy of the utmost attention to the convenience and complaints of its patrons, with a publicity bureau to assist it.—*Bach's Financial Review.*

## NEWSPAPER MAN TURNS MANUFACTURER.

Edgar A. Fordman, for thirteen years secretary and treasurer as well as business manager of the Galveston, Texas, *Tribune*, has become one of the owners of the New Orleans Roofing and Metal Works.

**Address Chance,  
Care of Printers' Ink.**



## Classified Advertisements

### ADDRESSING MACHINES

**THE WALLACE STENCIL ADDRESSING MACHINE** is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

### ADVERTISING AGENCIES

**H. W. KASTOR & SONS ADVERTISING CO.,** Laclede Building, St. Louis, Mo.

**ALBERT FRANK & CO.,** 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

### ADVERTISING MEDIA

**THE BLACK DIAMOND** Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

**THE TEXTILE MANUFACTURER,** Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

**THE** producer of results in the Middle West, where farmers have big money, is *Farm Life* of Chicago. Address DEPARTMENT P. I. for sample copy and rates.

**THE** circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

**THE REAL TRUTH ABOUT THE BLOWING UP OF THE MAINE**, by one who knows, in January "CUBA OPPORTUNITIES." Sample copy 10 cents, mailed. Box 1078, Havana, Cuba. L. Maclean Beers, publisher.

### BILLPOSTING

**FRED PEEL**, official representative, **THE ASSOCIATED BILLPOSTERS OF UNITED STATES AND CANADA**, Times Building, New York City. Send for estimates.

**8¢ Posts R.I.**

Listed and Guaranteed Showing Good Locations Mostly individual boards. Write for open dates Standish Adv. Agency... Providence R.I....

### BUSINESS CARDS

**OUR** new folding business card has more printing surface, is no larger than the ordinary and is a Business Card. Samples free. **CHILCOTE, PRINTER, 143 E. Madison Street, Chicago.**

### ENGRAVING

**PERFECT** copper half-tones, 1 col., \$1; larger 10c. per in. **THE YOUNGSTOWN ART ENGRAVING CO., Youngstown, Ohio.**

### FOR SALE

**FOR SALE**—One Hoe Perfecting Newspaper Press, with complete Stereotyping Outfit and twelve form tables, capable of printing 4, 6, 8, 10 and 12 pages at a time, with a speed of from 10,000 to 20,000 per hour. May be seen daily in operation at our office, **CHESTER TIMES**, Chester, Pa.

**FOR SALE**—Two Linotype Machines, single letter, in good condition. Matrices, 7 point No. 2, also in fairly good shape. Individual motors. Machines are running every day and doing splendid work. Can be changed to two-letter machines at very little expense to purchaser. **CHESTER TIMES**, Chester, Pa.

### TRUSTEE SALE

The Trustee of the Courier Publishing Company, Harrisburg, Pa., Bankrupt, will dispose at public sale to the highest bidder, plant, machinery, stock, and equipment of the Sunday newspaper and job printing plant consisting in part of a Duplex Press, a Mergenthaler Linotype machine, 5 job presses, 2 cylinder presses, power cutter, electric saw, type, etc., at the company's plant, No. 320 Market St., Harrisburg, Pa., on Tuesday, Jan. 31, 1911, at 2 o'clock P.M. Terms cash at the time of sale. The plant is open for inspection and all inquiries by mail will be answered promptly. **Harry Lowengard, Trustee.**

### HELP WANTED

**WANTED**—Experienced mail order advertising man for whiskey business. **THE ALTMAYER-FLATAU CO., Jacksonville, Fla.**

**POSITIONS OPEN** in all departments of advertising, publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Established 1898. No branch offices. **FERNALD'S NEWSPAPER MEN'S EXCHANGE**, Springfield, Mass.

### INFORMATION AND ILLUSTRATIONS

**ASK THE SEARCH-LIGHT** Anything You Want to Know. 341 Fifth Avenue, New York.

### LABELS

**3,000 Gummed Labels, \$1.00**  
Size, 1x2 inches, printed to order and post-paid. Send for Catalog.  
**Fenton Label Co., Phila., Pa.**

### POSITIONS WANTED

**ADVERTISING MAN**, who can turn out a bull's-eye copy, and is now in charge of advertising of a large firm, can take on a little extra work. Good chance for some firm which does not require entire time of copy man. Address "COPY," care Printers' Ink.



**ADVERTISING MAN, EXPERIENCED** correspondent, wants a new connection. Address "W. S. H.," care Printers' Ink.

### Ad Writer

Original high class experienced workman wants employment. Moderate salary. Address "S. R.," care Printers' Ink.

**SALES ORGANIZATION SPECIALIST** will consider proposition from high class house. Age 32, eight years' experience with best concerns in the country. H. R. CREMER, 216 Bulletin Building, Philadelphia.

**INDUSTRIOUS**, college-bred man, age 23, good appearance, has selling experience. Knows ad theory, writes descriptive English sales letters. Can solicit advertising. Correspondence welcomed. "Ability," care Printers' Ink.

**HUSTLING ADVERTISING MANAGER**, employed, desires same position with live publication. Business producing and executive ability. Long advertising experience, excellent record, age 36, married, salary \$2,100. Address "ADVANCEMENT," care Printers' Ink.

**ADVERTISING** man with ability and experience seeks broader field of activity with a reputable concern as manager or assistant in advertising department. Knows all phases of advertising, versatile, good writer, hard worker, sensible, reliable. Salary reasonable. "W. W. L.," care Printers' Ink.

### Advertising Man

with successful record and ability to prepare sales producing advertisements that bring satisfactory returns, seeks opening with progressive manufacturer or retailer. Good future preferable to salary. "PROFITS," care Printers' Ink.

**ADVERTISING MANAGER** of Eastern and Western experience wants a change. Fully equipped every detail sales or advertising. Now holds responsible position with manufacturing concern. Qualified copy writer, excellent executive. Worthy of highest confidence—equal to any responsibility. "GRANT," care Printers' Ink.

### SOLICITOR and COPY WRITER

who can **MAKE GOOD.**

Want him? Address: Box "T. R.," care Printers' Ink.

### Newspaper Management Wanted

By man of thirty-five, married, whose successes in the different departments makes him fully competent to produce most satisfactory results in business building management of a newspaper. Has ideas, aggressiveness, character, habits and systems that win. Record is best recommendation but have others. Has made splendid success of every position held which includes all from cub reporter to business manager, all of which were taken with the definite idea of securing practical training to fit him for management. Is now employed and making good, but wishes to advance. Will consider straight salary or part interest as part compensation. All communications considered confidential if desired. Address "NEWS," care Printers' Ink.

**AN EXPERIENCED AND EFFICIENT** advertising man, seeks new connection with an enterprising concern. Experience covers Bulletin, Trade Journal and Newspaper field. Thoroughly understands planning of advertising campaigns; is at present advertising mgr. of a trade journal. O. A. Morgner, 703 Houser Bldg., St. Louis, Mo.

### Advertising Man

wants position with agency or manufacturer as assistant. Proficient in printing and engraving methods; typographical display, layout, and advertising illustrating. Writer of realistic kind of copy. Don't know it all but am a grower. Further information, address "F. D. S.," care Printers' Ink.

**YOUNG MAN (27) WHO HAS BEEN** employed for four years as assistant in Advertising Department of a manufacturing concern handling a proposition of National scope, desires to connect with another company in a similar capacity. Can satisfactorily explain reason for changing and can furnish recommendation as to capabilities from present employer. Salary \$1,300. "W.S.," care Printers' Ink.

**CAPABLE ADVERTISING MAN, 30**, eight years' practical experience in all lines, desires to change location. Now assistant advertising manager for one of the largest corporations in the country. Can show successful record and present excellent references. Wants to make connections where ability and work will secure permanent position. New York State preferred, but not necessary. Address Box "N.Y.," care Printers' Ink.

### A COMBINATION COPY MAN and ARTIST WHO KNOWS HIS BUSINESS

wants to join growing agency or newspaper where his combination service will be valuable. Minimum salary \$2,000. Address "ARTIST," care Printers' Ink.

**A recent combination of publications** leaves me open to form a new connection as managing or associate Editor of a Technical Paper or House Organ. Qualifications: Graduate of Armour Institute of Technology, two years of practical shop experience, eighteen months in charge of the editorial department of a machinery trade journal. Highest references and open for immediate engagement. Address "E. G. K.," 1602 Tribune Building, Chicago, Ill.

### PRESS CLIPPINGS

**MANHATTAN Press Clipping Bureau**, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

**ROMEIKE'S PRESS CLIPPING BUREAU**, 110-112 West 26th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

### PRINTING

**GENERAL PRINTING, CATALOGUE and BOOKLET WORK.**—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

WINTHROP PRESS, 419 Lafayette St., N. Y.

# ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA


Birmingham, *Ledger*, dy. Average for 1909, 20,428. Best advertising medium in Alabama.

Montgomery, *Advertiser*, net average June, 1910, 17,640 dy; 23,338 Sun. Carries more foreign advertising than other Ala. newspaper. Best results.


Montgomery, *Journal*, dy. Aver. 1909, 10,170. The afternoon home newspaper of its city.

## COLORADO

Denver, *Post*, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1909, 61,088.

 This absolute correctness of the latest circulation rating accorded the Denver *Post* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## CONNECTICUT

 Bridgeport, *Morning Telegram*, daily average for Nov., 1910, sworn, 14,078. You can cover Bridgeport by using *Telegram* only. Rate 1½c. per line flat.

Meriden, *Journal*, evening. Actual average for 1909, 7,739; average for 1910, 7,801.

Meriden, *Morning Record & Republican*. Daily aver. 1908, 7,739; 1909, 7,739.

New Haven, *Evening Register*, daily. Aver. for 1910 (sworn) 19,096 daily 2c.; Sunday, 14,768, 5c. Largest and best circulation in New Haven.

New London, *Day*, ev'g. Average 1909, 6,736. Its readers are responsive to advertisements.

Norwalk, *Evening Hour*. Average circulation exceeds 3,800. Carries half page of wants.

Waterbury, *Republican*. Average for 1909, Daily, 4,651; Sunday, 7,031.

Waterbury, *Herald*, Sundays. Average circulation for 1909, 13,387 net paid.

## DISTRICT OF COLUMBIA

Washington, *Evening Star*, daily and Sunday. Daily aver., month of Sept., 1910, 81,792 (© ®).

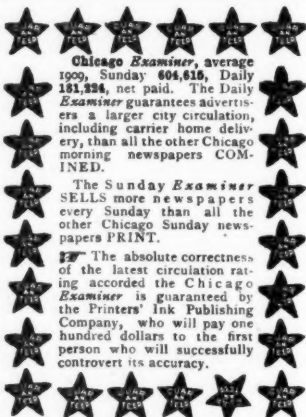
## ILLINOIS

Champaign, *News*. Leading paper in field. Average year 1910, 6,154.

Joliet, *Herald*, evening and Sunday morning. Average for 1909, 6,836.

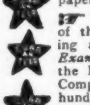
Peoria, *Evening Star*. Circulation for 1910, 21,143.

Sterling, *Evening Gazette*, average circulation for 1908, 4,409; 1909, 5,123.




Chicago *Examiner*, average 1909, Sunday 604,616, Daily 191,824, net paid. The Daily *Examiner* guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

 The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, *Record-Herald*. Average 1909, daily net paid, 139,176; Sunday net paid, 193,831. Daily, two cents. Sunday, five cents. The home newspaper of the Mid West. Circulation and advertising books open to all advertisers.

 The absolute correctness of the latest circulation rating accorded the *Record-Herald* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

## INDIANA

South Bend, *Tribune*. Sworn average 1910, 11,786. Best in Northern Indiana.

## IOWA

Burlington, *Hawk-Eye*, daily. Average 1910, 9,404. "All paid in advance."

Davenport, *Times*. Daily av. Dec., '10, 17,744. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Dubuque, *Times-Journal*, morn. and eve. Pd. in advance July 20, 1910; dy. 9,033; Sun. 11,426.

Washington, *Evening Journal*. Only daily in county. 2,009 subscribers. All good people.

Waterloo, *Evening Courier*, 53d year; net av. July, '10-Dec., '10, 7,090. Waterloo pop., 27,000.

## KENTUCKY

Lexington, *Herald*. D. av., '09, 6,872. Sunday, 7,803. Week day, 6,697. "When you advertise in *Lexington Herald*, you cover Central Kent'cky."

Louisville, *The Times*, evening daily, average for 1909 net paid \$6,658.

### MAINE

Augusta, *Kennebec Journal*, daily average 1909, 9,168. Largest and best cir. in Cent. Me. Bangor, *Commercial*. Average for 1910, daily 10,199.

Lewiston, *Sun*. Daily average year ending, Sept., 1910, 5,341; Sept., 1910, av., 5,886. Portland, *Evening Express*. Average for 1909, daily 15,219. Sunday *Telegram*, 10,606.

### MARYLAND

Baltimore, *American*. Daily aver. 1st 6 mos., '10, 79,234; Sun., 102,476. No return privilege. Baltimore, *News*, daily. News Publishing Company. Average 1910, 82,405. For Dec., 1910, 78,383.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

### MASSACHUSETTS

Boston, *Evening Transcript* (☉☉). Boston's tea table paper. Largest amount of week day ad.

Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1910, 183,720—Dec. av., 188,543.

Sunday

1910, 321,878—Dec. av., 330,717.

Advertising Totals: 1910, 7,922,108 lines

Gain, 1910, 556,831 lines

2,394,103 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1910, to December 31, 1910.

Boston, *Daily Post*. Gained last year 56,479 copies per day. The *Boston Sunday Post* gained last year 41,735 copies per Sunday comparing December with December. Dec., 1910, averages: *The Daily Post*, 345,485; *The Sunday Post*, 300,398.

Human Life. The Magazine About People. Guarantees and proves over 160,000 copies monthly. Fall River, *Globe*. The clean home paper. Best paper. Largest cir. Actual daily av. 1909, 7,652.

Lawrence, *Telegram*, evening, 1909 av. 8,838. Best paper and largest circulation in its field. Lynn, *Evening Item*. Daily sworn av. 1907, 16,532; 1908, 16,396; 1909, 16,539. Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality.

Salem, *Evening News*. Actual daily average for 1909, 18,574. Worcester, *Gazette*, evening. Av. '09, 16,778; first 6 mos. '10, 17,424. Largest ev'g circulation. Worcester, *Opinion Tribune*, daily (☉☉). The only Gold Mark French daily in the U. S.

### MICHIGAN

Detroit, *Michigan Farmer*. Read by all Michigan farmers. Ask any advertiser. 80,000.

Jackson, *Patriot*, Aver. Aug., 1910, daily 10,740, Sunday 11,858. Greatest circulation.

### MINNESOTA

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for 6 months, 1910, (to July 1), 23,004.

### CIRCULATION

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for eleven months ending Nov. 30, 1910, 91,418. Average circulation of Sunday *Tribune* for same period, 80,627.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for six months ending June 30, 1910, 165,916.

The absolute accuracy of *Farm, Stock & Home's* circulation is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Journal*, Daily and Sunday (☉☉). In 1910 average daily circulation evening only, 77,348. In 1910 average Sunday circulation, 80,685. Daily average circulation for Dec., 1910, evening only, 77,537. Average Sunday circulation for Dec., 1910, 81,849. (Jan. 1, 1908, subscription rates were raised from \$4.50 to \$5.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.

Minneapolis, *Svenske Amerikanska Posten*. Swan J. Tuinblad, pub. Av. 1909, 84,455 A. A. A.

### MISSOURI

St. Joseph, *New-Fress*. Circulation, 1909, 38,832. The John Budd Company, Eastern Reps.

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1909, 119,033.

### NEBRASKA

Lincoln, *Deutsch-Amerikan Farmer* weekly. 140,231 for year ending Dec. 31, 1910

Lincoln, *Freis Press*, weekly. Average year ending Dec. 31, 1910, 141,048.

### NEW JERSEY

Camden, *Daily Courier*. Actual average for year ending December 31, 1909, 9,142.

Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Times*. Ave. 1c-'07, 20,370; '08, 21,326; 2c-'09, 19,043; March, '10, 20,263.

### NEW YORK

Albany, *Evening Journal*. Daily average for 1909, 16,921. It's the leading paper.

The Brooklyn *Standard Union*, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for year 1910, 64,658.

Buffalo, *Courier*, morn. Average, Sunday, 86,737, daily, 46,234; *Enquirer*, evening, 26,596.

Buffalo, *Evening News*. Daily average for 1907, 94,943; 1908, 94,033; 1909, 94,307.

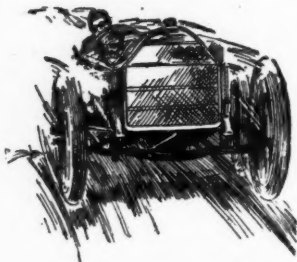
Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1910, 8,104.



Newburgh. *Daily News*, evening. Average circulation entire year, 1909, 4,718. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

#### NEW YORK CITY

*Army and Navy Journal*. Est. 1863. Weekly average 1910, 10,822.



# FIRST

In the Automobile and  
Accessory Fields are

## THE AUTOMOBILE AND MOTOR AGE

A combined circulation of 37,000 weekly. "Motor Age," published at 1200 Michigan Ave., Chicago—"The Automobile," published at 231-241 West 39th St., New York

*Baker's Review*, monthly. W. R. Gregory Co., publishers. Actual average for 1909, 7,666.

*Clipper*, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1909, 25,903 (©).

*Leslie's Weekly*, 225 Fifth Avenue, Leslie-Judge Co. Ave. 1910, 261,320.

*The Tea and Coffee Trade Journal*. Average circulation for 12 months to January 1, 1910, 6,641; August, 1909 issue, 20,000.

*The World*. Actual average, 1910, Morning, 363,108. Evening, 411,320. Sunday, 467,664.

*Poughkeepsie Star*, evening. Daily average year, 1909, 8,015; first six months, 1910, 8,460.

*Schenectady Gazette*, daily. A. N. Liecny. Actual Average for 1909, 17,470; for Aug., 1910, 20,424. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

*Schenectady Star*. Average July, Aug., Sept., 14,271. Sheffield Sp. Ag'cy, Tribune Bldg., N.Y.

*Syracuse Evening Herald*, daily. Herald Co., pub. Aver. 1909, daily 32,465; Sunday, 40,923.

*Troy Record*. Av. circulation 1910, (A. M., 8,102; P. M., 17,667) 23,769. Only paper in city which has permitted A. A. A. examination, and made public thereport.

*Utica, National Electrical Contractor*, mo. Average for 1909, 2,653.

*Utica Press*, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1909, 10,117.

#### NORTH CAROLINA

Charlotte. *News*. Evening and Sunday. Aver., 1909, 7,346. Leads all evening papers in two Carolinas in circulation and advertising.

#### NORTH DAKOTA

Grand Forks. *Norman*. Norwegian weekly. Actual average for 1909, 9,460.

#### OHIO

Cleveland. *Plain Dealer*. Est. 1841. Actual average for 1909: Daily, 80,938; Sunday, 103,586. For Dec., 1910, 84,594 daily; Sunday, 119,976.

Youngstown. *Vindicator*. D'y av., '09, 15,338; LaCoste & Maxwell, N. Y. & Chicago.

#### OREGON

Portland. *The Evening Telegram* is in its 34th year. Owns exclusive Associated Press afternoon franchise. It printed 179 more PAGES of local mercantile advertising than its nearest afternoon contemporary. For the first six months of 1910 it shows a gain over the corresponding six months of last year of 37,831 inches, 1,217 of it in the foreign field and 6,440 in the classified. Sworn average circulation for 1910, 29,922.

Portland. *The Oregonian* (©). Dec. average circulation. Sundays, 69,858; Daily, 44,401. For 50 years the great newspaper of the Pacific Northwest. More circulation, and carries more foreign, more local, and more classified advertising than any other Oregon newspaper.

#### PENNSYLVANIA

Erie. *Times*, daily. 21,269 average, Dec., 1910. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

Harrisburg. *Telegraph*. Sworn average Nov., 1910, 18,392. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Ward, Chicago.

Johnstown. *Tribune*. Average for 12 mos. 1910, 13,228. July, 1910, 15,462. Only evening paper in Johnstown.

\*\*\*\*\*

Only one agricultural paper in the United States—the FARM JOURNAL of Philadelphia—has been awarded all four of PRINTERS' INK'S distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (©). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation; has the Star because it guarantees its circulation; received the Sugar Bowl because PRINTERS' INK'S investigation proved it to be the best agricultural paper; was awarded the Gold Mark because advertisers value it more for quality than quantity.

\*\*\*\*\*

Philadelphia. *The Press* (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Dec., 1910, 81,213; the Sunday *Press*, 169,087.

Philadelphia. *Confectioners' Journal*, mo. Average 1908, 8,517; 1909, 8,828 (©).

"Cover Philadel-  
phia at one cost."

The net paid daily average  
circulation of the

**PHILADELPHIA**

**Bulletin**

for the first eleven months of  
1910 was

**244,528**

Copies a Day

WILLIAM L. McLEAN, Pub.

Chicago Office,

J. E. Verree, Steger Bldg.

New York Office,

Dan A. Carroll, Tribune Bldg.

Washington, *Reporter and Observer*, eve. and  
morn. Circulation for October, 1910, 12,936.

West Chester, *Local News*,  
daily, W. H. Hodgson. Aver. for  
1909, 18,860. In its 36th year.  
Independent. Has Chester Co.,  
and vicinity for its field. Devoted  
to home news, hence is a home  
paper. Chester County is second  
in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, evening; only daily  
in Luzerne County to permit A. A. A. examina-  
tion this year. Examination showed 17,300 net  
for last six months, gain of 3,155 net in two years.  
York, *Dispatch and Daily*. Average for 1910,  
18,767.

#### RHODE ISLAND

Pawtucket, *Evening Times*. Average circula-  
tion 12 mos. ending June 30, '10, 19,452—sworn.  
Providence, *Daily Journal*. Average  
for 1909, 21,868 (©©). Sunday, 28,128  
(©©). *Evening Bulletin*, 48,991 average  
1909.

Westerly, *Daily Sun*, George H. Utter, pub.  
Circulates in Conn. and R. I. Cir., 1910, 6,433.

#### SOUTH CAROLINA

Charleston, *Evening Post*. Evening. Actual  
daily average 1909, 5,311. July, 1910, 6,966.

Columbia, *State*. Actual aver-  
age for twelve months, 1909,  
daily (©©) 16,436, Sunday (©©)  
14,909.

#### TENNESSEE

Nashville, *Banner*, daily. Average for year  
1907, 36,206; for 1908, 38,064; for 1909, 40,088.

#### TEXAS

El Paso, *Herald*, June, 1910, 11,602 Only  
El Paso paper examined by A. A. A.

#### VERMONT

Barre, *Times*, daily. F. E. Langley. Av. 1909,  
8,231. 1st 4 mos., '10, 8,718. Examined by A. A. A.

Burlington, *Free Press*. Daily average for  
1909, 8,773. Largest city and State circulation.  
Examined by Association of Amer. Advertisers.  
Montpelier, *Argus*, dy., av. 1909, 3,948. Only  
Montpelier paper examined by the A. A. A.  
St. Albans, *Messenger*, daily. Average for  
1909, 3,184. Examined by A. A. A.

#### VIRGINIA

Danville, *The Bee*. Aver. Nov., 1910, 4,097;  
Dec., 4,173. Largest circulation. Only eve. paper.

#### WASHINGTON

Seattle, *The Seattle Times* (©©)  
is the metropolitan daily of Seattle  
and the Pacific Northwest. It  
combines with its Dec. '09, cir. of  
64,346 daily, 84,362 Sunday, rare  
quality. It is a gold mark paper  
of the first degree. Quality and  
quantity circulation means great productive value  
to the advertiser. In 1909 Times beat its near-  
est competitor 2,768,066 lines.

Tacoma, *Ledger*. Average 1st to months. 1910,  
daily, 13,971 Sunday, 37,549.

Tacoma, *News*. Average for 1st to months,  
1910, 19,103.

#### WISCONSIN

Janesville, *Gazette*. Daily average, Dec.,  
1910, daily 5,642; semi-weekly, 1,810.

Madison, *State Journal*, daily. Actual aver-  
age for Jan., 1910, 6,960.

Milwaukee, *The Evening Wis-  
consin*, daily. Average daily cir-  
culation from April to Sept., 1910,  
41,144. Gain over April and May,  
1909, 8,768 daily. A paper with  
the quantity as well as the quality  
circulation. It covers the city of  
Milwaukee and the State of Wisconsin like a  
blanket. It has proven its productive value to  
the advertiser. Rigid Circulation Examination  
completed by Association of American Advertis-  
ers Oct. 3d, 1910. Chas. H. Eddy, Foreign Repre-  
sentative, 1 Madison Avenue, New York. 150  
Michigan Ave., Chicago (Robt. J. Virtue, Mgr.)

Milwaukee, *The Milwaukee  
Journal*, (eve.) Daily circulation  
for 12 mos., 62,943. Flat rate 7c.  
per line. The *Journal* goes to  
over 60% of Milwaukee homes.  
D. C. Bertolotto, Mgr. Foreign,  
1101-10 Boyce Bldg., Chicago;  
J. F. Antisdell, 366 Fifth Avenue, N. Y. City.

Oshkosh, *Northwestern*, daily. Average for  
year 1910, 10,062. Examined by A. A. A.  
Racine, *Daily Journal*. Dec., 1910, circula-  
tion, 8,517. Statement filed with A. A. A.

**THE WISCONSIN  
AGRICULTURIST**

Racine, Wis., Established 1877.  
Actual weekly average for year  
ended Dec. 31, 1909, 60,686.  
Larger circulation in Wisconsin  
than any other paper. Adv.  
\$4.20 an inch. N. Y. Office.  
41 Park Row. W. C. Richardson, Mgr.

#### WYOMING

Cheyenne, *Tribune*. Actual net average  
year, 1909, daily, 8,125; semi-weekly, 4,994.

#### MANITOBA, CAN.

Winnipeg, *Free Press*, daily and weekly. Av-  
erage for 1909, daily, 48,890; daily Nov., 1910,  
49,285; weekly 1909, 27,080; Nov., 1910, 28,008.  
Winnipeg, *Der Nordwestern*. Canada's National  
German weekly. Av. 1909, 12,162. Rates 6c. in-  
Winnipeg, *Telegram*, dy. av. Nov., '10, 24,291,  
(Saturday av., 37,037). Farmers' Weekly, same  
period, 30,000.

#### QUEBEC, CAN.

Montreal, *La Presse*. Daily average for  
November 1910, 101,129 Largest in Canada

# The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

## COLORADO

THE Denver Post prints more paid Want Advertisements than all the newspapers in Colorado combined.

## CONNECTICUT

NEW HAVEN Register. Leading want ad medium of State. Rate 1c. a word.

## DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington. D. C. (☉), carries double the number of Want Ads of any other paper. Rate 1c. a word.

## ILLINOIS

THE Chicago Examiner with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

## INDIANA

THE Indianapolis Star is the leading "Want Ad" Medium of the State. Only Sunday paper. Rate 1 cent per word. THE INDIANAPOLIS STAR, Indianapolis, Ind.

## MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

## MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

## MASSACHUSETTS

THE Boston Evening Transcript is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston Globe, daily and Sunday, for the year 1910 printed a total of 479,877 paid want ads; a gain of 19,412 over 1909, and 347,148 more than were printed by any other Boston newspaper.



## MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

## CIRCULATION

THE Tribune is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The Tribune printed during the 11 mos. ended Dec. 1, 1910, 2,344,188 lines of classified advertising. Rates: 1 cent a word, cash with order; —by Printers' Ink Pub. Co. —10 cents a line, where charged —daily or Sunday.



THE Minneapolis Journal, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in Dec., 1910, amounted to 147,980 lines; the number of individual ads published were 18,670. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.



## MISSOURI

THE Joplin Globe carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 10c.

## MONTANA

THE Anaconda Standard, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1909, 11,364 daily; 14,422 Sunday.

## NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

## OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

## OKLAHOMA

THE Oklahoman, Okla. City, 36,067. Publishes more Wants than any 7 Okla. competitors.

## PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

## CANADA

THE Evening Citizen, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

# Gold Mark Papers

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

## ALABAMA

The Mobile Register (☉). Established 1821. Richest section in the prosperous South.

## DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to The Evening and Sunday Star. Daily average, September, 1910, 51,792 (☉).

## GEORGIA

Atlanta Constitution (☉). Now as always, the Quality Medium of Georgia.

## ILLINOIS

Bakers' Helper (☉). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The Inland Printer, Chicago (☉). Actual average circulation for 1909-10, 16,902.

## KENTUCKY

Louisville Courier-Journal (☉). Best paper in city; read by best people.

## MAINE

Lewiston Evening Journal, daily, average for 1909, 7,821; weekly, 17,598 (☉); 7.44% increase daily over last year.

## MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (☉).

Boston Evening Transcript (☉), established 1830. The only gold mark daily in Boston.

Boston, Textile World Record (☉). The oldest and most influential textile mill journal. Worcester L'Opinion Publique (☉). Only French paper among 75,000 French population.

## MINNESOTA

The Minneapolis Journal (☉). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

## THE NORTHWESTERN MILLER

(☉) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (☉).

## NEW YORK

Brooklyn Eagle (☉) is THE advertising medium of Brooklyn.

Army and Navy Journal, (☉). First in its class in circulation, influence and prestige.

Century Magazine (☉). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (☉), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (☉). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. McGRAW PUBLISHING COMPANY

Electrical World (☉) established 1874. The leading electrical journal of the world. Average circulation year ending Nov. 30, 1910, 18,771 weekly. McGRAW PUBLISHING CO.

**Engineering News (☉). Established 1874. The leading engineering paper in the world. Av. circulation over 17,500 weekly**

Engineering Record (☉). The most progressive civil engineering journal in the world. Circulation averages over 16,000 per week. McGRAW PUBLISHING COMPANY.

Hardware Dealers' Magazine (☉). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 233 Broadway, New York City.

New York Herald (☉). Whoever mentions America's leading newspapers mentions the New York Herald first.

The Evening Post (☉). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

Scientific American (☉) has the largest circulation of any technical paper in the world.

The New York Times (☉) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (☉), daily and Sunday. Daily, now one cent—the best for the least.

## OREGON

Better Fruit (☉) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The Oregonian, (☉), established 1851. The great newspaper of the Pacific Northwest.

## PENNSYLVANIA

The Press (☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. October, 1910, sworn net average, Daily, 85,654; Sunday, 164,061.

## THE PITTSBURG (☉) DISPATCH (☉)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND

Providence Journal (☉), a conservative enterprising newspaper without a single rival.

## SOUTH CAROLINA

The State (☉), Columbia, S. C. Highest quality, largest circulation in South Carolina.

## TENNESSEE

The Memphis Commercial-Appeal (☉) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 95,000.

## WASHINGTON

The Seattle Times (☉) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

## WISCONSIN

The Milwaukee Evening Wisconsin (☉), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

## CANADA

The Halifax Herald (☉) and The Evening Mail. Circulation 12,768, Flat rate.



## Business Going Out

The H. E. Lesan Advertising Agency, of New York and Chicago, is placing a large order for the National Cash Register Company, of Dayton, Ohio. Space varying in size from 700 lines to a double-page spread appeared last Sunday from coast to coast in about two hundred and fifty newspapers announcing the annual convention of the celebrated "Hundred Point Club" and the running of the "Hundred Point Club Special" train from New York to Dayton.

Renewal orders are being sent out by the F. Wallis Armstrong Company to a listed number of magazines and farm papers for the Simpson-Eddystone dress goods. This account was created by the F. Wallis Armstrong Company four years ago and has been running in an increasing number of papers ever since.

The Krez Manufacturing Company, St. Louis, will use a selected list of Central West and Southern papers, advertising "Krezent Roofing." The Chicago office of the Leven-Nichols Advertising Company will place the business.

The account of the United States Motor Company, New York, has gone to the H. E. Lesan Advertising Agency, New York City. Contracts aggregating 25,000 lines will be sent out to newspapers generally by the agency for the year.

The Boston News Bureau is placing page copy in a few New England papers for T. C. Perkins. The page applies on a 500-inch order.

The advertising of Dwinell-Wright Company, manufacturers of Whitehouse Coffee, will be placed the last of January. A large list of magazines will be used and newspapers are taken on in special territory when large lots of the goods are sold. All of the advertising is handled by A. T. Bond, 16 Central street, Boston.

The F. Wallis Armstrong Company, Philadelphia, is sending out renewal orders for the fifth year to a number of woman's publications for Columbia Yarns.

The Douglas Shoe Company is making contracts for seventy-line copy running once a week t. f. with newspapers generally. The business is all placed direct by Frank L. Erskine, advertising manager, Brockton, Mass.

The Neal Institute is opening offices in New England cities and making contracts with newspapers covering 250 to 1,000 inches.

Contracts are going out to a select list of general mediums for the advertising of Manning, Bowman & Co., Meriden, Conn. The business is placed by N. W. Ayer & Son.

The Tracy-Parry Company is placing orders for Schoen-Jackson Company's Metal Gas Tubing in sections of New England and through the Central West.

The Duofold Health Underwear Company, Utica, N. Y., is taking out increased space in large list of magazines for their second annual campaign. The F. Wallis Armstrong Company is sending out the copy.

Walter L. Weeden, of Worcester, is making up a list of New England papers for the advertising of the Boston Auto Show.

Tinol, a new solder in paste form, is being advertised in a selected list of newspapers and magazines. The F. Wallis Armstrong Company is conducting the campaign.

The A. W. Ellis Agency, 10 High street, Boston, is using a small list of general mediums for C. D. Lyons, jewelry manufacturer, Attleboro, Mass.

All of the advertising of the Gorton-Pew Fisheries Company, Gloucester, Mass., is being handled by the Boston office of the J. Walter Thompson Agency.

The E. N. Erickson Agency, New York, is asking rates on New England papers for this year's advertising of Alcock's Porous Plasters and other products.

A. R. Elliott, 62-68 West Broadway, New York, is now placing full pages in automobile journals, and large space in illustrated weeklies and newspapers for Palmer-Singer Cars.

The Roder Car Company, Brockton, Mass., is sending out copy to the trade papers on the advertising of its 1911 model.

The Casgrain Speedometer is now being manufactured by the Auto Appliance Company with a factory and offices at 172 Columbus avenue, Boston. Their 1911 campaign is to be handled by Lerov Cook, formerly with the J. Walter Thompson Company.

Magazine renewals for the Supplee Hardware Company on its Pennsylvania Lawn Mowers are now going through the Herbert M. Morris Agency, Philadelphia, for the second year's campaign.



Plans are being made for the advertising of the United Fast Color Eyelet Company, Boston. A list of general mediums will be used the coming season and orders will go out through the P. F. O'Keefe Agency, 43 Tremont street, Boston.

The F. P. Shumway Company is considering general mediums for the spring advertising of the Cooper Underwear Company, Bennington, Vt.

Agricultural papers are being used by F. W. Bird & Sons, East Walpole, Mass., exploiting Paroid Roofing. The business is placed through the George Batten Company.

The Frowert Advertising Agency, Stephen Girard Building, Philadelphia, is sending out orders for the advertising of the Bartlett Tours Company for the coming season.

All of the Magazine advertising of the Vose Piano Company, Boston, is being handled by Elson Hill, of the New York office of the J. Walter Thompson Company.

The Boston office of the Hinde & Dauch Paper Company is asking for rates from New England papers for the advertising of a new poultry brooder.

The 1911 campaign on the advertising of the Boston & Maine and N. Y., N. H. & H. R. R. will be made up about February 1st. Mr. Farnsworth, with offices in the South Terminal station, will have entire charge.

The H. B. Humphrey Company is placing a few newspaper contracts for Hiram Ricker & Sons on the advertising of Poland Spring Water.

The United Drug Company, Leon street, Boston, is making contracts with daily newspapers where it has local agencies. Contracts are for 1,500 inches to be used in thirty months. The business is placed direct.

The Philadelphia & Boston Face Brick Company is using a list of general mediums through the Boston office of the J. Walter Thompson Company.

The George Batten Company is placing orders for one full page in general mediums to appear in November issues, for Daniel Low & Co., jewelers, Salem, Mass.

The Frank Presbrey Agency, of New York, is sending out orders to magazines for the advertising of the American Writing Paper Company, Holyoke, Mass.

The Neal Institute, at 304 Newbury Street, is asking for rates from Maine papers.

Agricultural papers are being used for the advertising of Park & Pollard, Boston, through Wood, Putnam & Wood.

The Hall-Taylor Company Advertising Service, of Milwaukee, has opened a Chicago office at 337 Marquette Building, in charge of H. C. Winchell.

The Richard A. Foley Agency is sending out newspaper orders for George W. Jacobs on Truman A. DeWeese's book on practical publicity to a list of business publications. General publications will be taken up in the spring.

The advertising of the Loose-Wiles Biscuit Company, Boston, manufacturers of Sunshine Biscuits, is being handled in women's publications by Lord & Thomas.

The advertising of L. C. Page & Co., publishers, Boston, is placed through the New York office of the Morse International Agency.

Additional mediums are being considered by the Boston office of the Geo. Batten Company for the advertising of F. W. Bird & Sons, East Walpole, Mass., manufacturers of Neponset Roofing. Agricultural papers and a few more general mediums are to receive the orders.

E. S. Butler of the Cowen Agency, Boston, is handling the appropriation for the Alaska Freezer Company, Winchendon, Mass. A small list of general mediums will be used.

The A. W. Ellis Agency, 10 High street, Boston, will use fashion and style book publications for the advertising of Bliss, Fabyan & Co.

C. E. Farnsworth, advertising manager of the Boston & Maine R. R., has transferred his offices to the South Terminal Station of the N. Y., N. H. & H. R. R. All the advertising of both these railroads will be handled from these offices in the future.

All of the publicity of the Regal Shoe Company is handled by the Seaman Agency, New York City.

The Spafford Advertising Agency, John Hancock Building, Boston, is handling the advertising of the Bay State Milling Company. Bay State and Town Talk Flours are exploited in New England papers.

The Friend Soap & Supply Company is using Sunday supplements and mail-order papers. The business is placed by the New England Agency, 53 State street Boston.

Sherman & Bryan, Inc., of New York and Chicago, will handle the advertising of the Fiberloid Company, makers of Litholin Collars, for 1911. The leading national weeklies as well as fiction and class magazines will be used. In addition, an extensive list of large city newspapers will be used throughout the year.

The Frowert Agency, Philadelphia, will place the advertising of the Perth

# "The Item" leads—

Others Follow

## "Money Talks Louder Than Words"

Philadelphia, January 3, 1911.

**T**HE FOLLOWING CHALLENGE was originally published in The Philadelphia Item, October 19th, 1902, and although it has been published every year since, the papers have not been able to accept it:

**\$120,000 to the Winner**

"THE ITEM" Challenges the Entire Press of Philadelphia to Prove Their Circulation

**"THE ITEM" Exceeds Them All**

**More Paid Daily Circulation Than Any One—  
And More Than All the Five-Cent Papers  
Combined on Sunday**

**T**HERE has been much discussion of late among the Philadelphia newspapers, as to which, morning, evening or Sunday, had the **LARGEST CIRCULATION**.

"The Item" has always claimed it and it has been conceded that its claim was justified. Geo. P. Rowell vouched for its correctness, and for ten years annually offered \$100 to any one who could disprove it. The offer was never claimed.

However, in order to settle the dispute for all time, we hereby make a public offer to go into a competition with ALL the Philadelphia newspapers, morning, evening and Sunday, and see which is entitled to the Banner Circulation.

The test is to be conducted by a representative of each paper, and one gentleman connected with each of the Larger Department Stores. This would constitute a Committee of Seventeen, who would be authorized to examine all cash receipts for papers, returns, Agents' and Carriers' accounts, papers, bills, etc. In fact, everything connected with the Circulation Department. The investigation to cover one month from the day it begins, and the report of the Committee to be final and without dispute, and to be published, without charge, on the first page of all the papers.

Each of the Philadelphia Newspapers to deposit **TEN (\$10,000) THOUSAND, or ONE HUNDRED AND TWENTY (\$120,000) THOUSAND DOLLARS** in all, in a Bank or Trust Company to be agreed on, and the paper proving the **LARGEST BONA-FIDE CIRCULATION IN PHILADELPHIA** to take the **WHOLE AMOUNT**.

**¶** As we stated above, **THE PHILADELPHIA ITEM** expects to prove not only that it has the **Largest Daily Circulation**, but also that it has the **Largest Sunday Circulation**; indeed, that it has more, on the latter day, than all the **Five-Cent Sunday Papers Combined**.

**"The Item" leads—others follow**

Amboy Chemical Company, who will use a list of farm papers next spring.

The George K. Clark Agency is now placing and will continue to place all copy for the Young Safety Razor Company, of Philadelphia.

The Frowert Agency is sending out orders for the Quaker City Flour Mills to Southern papers.

The Dunlap-Ward Advertising Company, Chicago, is placing orders for the Philo Burt Manufacturing Company, Jamestown, N. Y., in a large list of monthly publications, beginning with the February numbers.

The Dunlap-Ward Advertising Company Chicago, has secured an appropriation from the Pennsylvania Salt Company, Philadelphia, Pa., for advertising Lewis' Lye in a list of Southwestern agricultural and country weekly papers.

The Freeman Advertising Agency are sending out additional orders for the Piedmont Wagon Company, of Hickory, N. C., to weeklies and farm journals in the South.

The Merchants and Manufacturers Association, of Lynchburg, Va., are sending out copy to magazines and newspapers through the services of the Freeman Advertising Agency, Richmond, Va.

## WHY NOT ADVERTISE TWINE TO DEALERS?

JANESVILLE, WIS., Dec. 30, 1910.

Editor of PRINTERS' INK:

First, let me explain that common wrapping twine is sold direct from the manufacturer to the jobber—that, as a rule, is as far as the manufacturer concerns himself with his product.

The jobber makes it his duty to attend to the selling of it.

Mrs. Housekeeper calls up the office and asks Mr. Housekeeper if he won't please stop at the grocery and get a few apples as the blanks are coming over after supper and she wants to serve pop-corn, cider and apples, but she forgot to order the apples.

Mr. Housekeeper rushes from the office, stops at the corner grocery and gets the apples. They are put in a sack, wrapped with common twine. The car is crowded, going home, and he forgets and grabs hold by the twine—result, it breaks and the car is full of apples.

Why go further with that story, which is an actual occurrence in thousands of cases?

Now if there is a manufacturer who makes a high-grade twine and he sells it under a trade-mark name, why can't this manufacturer convince the retailer that it pays to buy his twine in preference to some unknown quality of twine that costs a bit less?

I don't believe that any twine manufacturer could gain anything by attempting to advertise twine to the general public—the public doesn't give a rap about the quality of the twine its goods are tied up with, and yet a peculiar condition exists which makes the public or that part of it which has an experience like Mr. Housekeeper, rise up with strong language and lay a vow never to go to that dealer again who tied the package with cheap twine.

But the point I bring out is that, through a clean-cut, judicious advertising campaign to dealers, the trade-marked twine could be sold to all good dealers and they could even be gotten to show a hanger giving the name of the twine used, with a line or two telling of its high quality.

Let me take as an example a local cotton company which makes twine, bats and mattresses. They sell their "Queen" brand twine to New York jobbers and in practically every large city in the country because of its superior quality.

Now, if a good advertising campaign were inaugurated there is absolutely no reason why a fine trade could not be built up for this twine, even if it were sold at a trifle higher price than common twine.

LOUIS G. DEARMOND,  
General Secretary

Industrial and Commercial Club.

A new monthly publication *The Apartment House*, has been issued in Chicago for the architectural, building and real estate field. The publisher is E. S. Hanson.

## "Smart Garb"

Suits \$45.00

Overcoats  
\$55.00

Dress Suits  
\$80.00

Riding  
Breeches  
\$21.50



Hansen  
Shackleton and Ward

Tailors

23 West 42d Street

"TAKE ELEVATOR"  
2d FLOOR

TELEPHONE 1785  
BRYANT

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# Strathmore Parchment

does not come from "common clay" ♣ It is made from clean scraps of new cloth, not from ragpickers' rags. ♣ It gives character to your business correspondence and makes an impression that survives. ♣

## *The Strathmore Parchment Test Book*

will aid you in selecting business stationery.  
Ask your Printer for it or write us.

*The "Strathmore Quality" Moils*  
Mittineague Paper Company  
Mittineague, Mass., U.S.A.



# CANADA

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Trade between the United States and Canada touched the stupendous total of \$343,000,000 last year.

The United States sells 60% of all Canada buys outside of its own boundaries.

Only two other countries are larger customers of the United States than Canada.

Canadian buyers line up against an American counter 3,000 miles long.

325,000 people—with money—came to Canada during 1910.

Ask any American manufacturer with a plant in Canada if he kept up with his orders last year.

The population of Toronto—the home of *The Globe*—has increased 200,000 in seven years.

*The Globe* is sixty-six years young. Its advertising increased by over 32% last year. Its daily circulation is 10,000 greater than in 1907.

The U. S. business man who is out of the Canadian market today is not giving himself a square deal.

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## The Globe

CANADA'S NATIONAL NEWSPAPER

TORONTO